

Company Profile

MANAGEMENT TEAM

Chief Executive Officer cum
Jei Jenn Ning

Chief Finance Officer
Sun Kok Chin

General Manager
Chew Siew Fong, May

Admin & Accounts Executive
Tan Sook Chin

Project Engineer
Soon Chee Meng

Project Supervisor
Sun Kok Loong



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COMPANY HISTORY



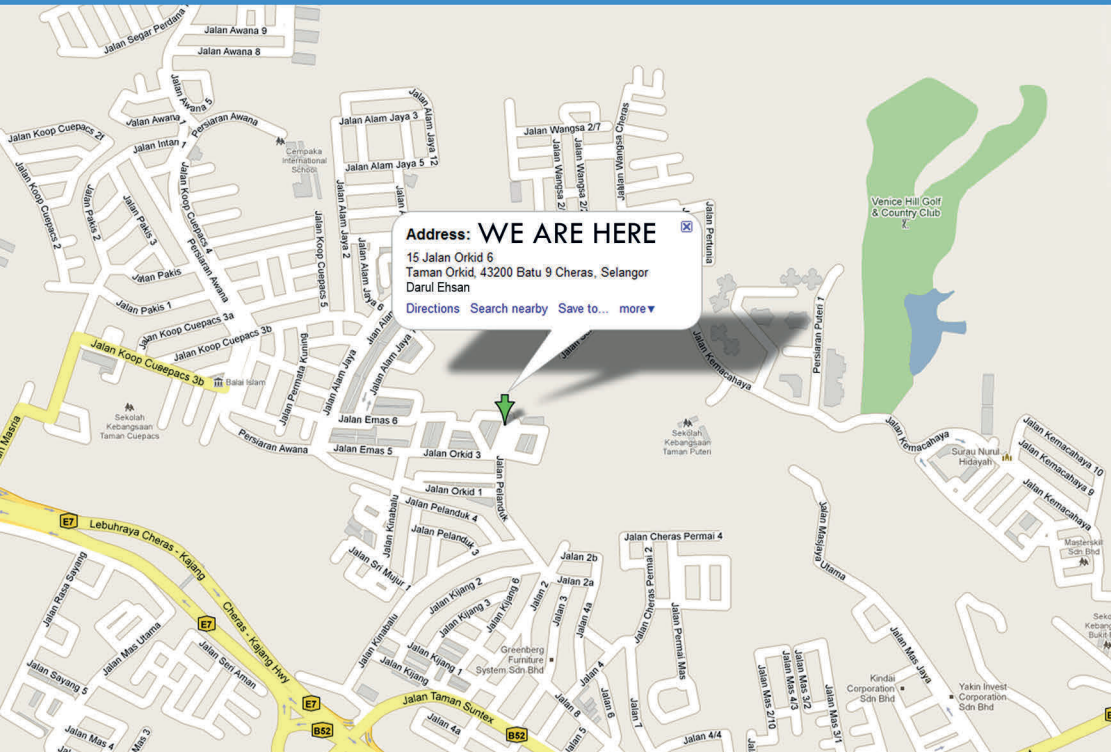
Incorporated in 1996, Panglima Bidang Sdn Bhd (PBSB) is an Extra Low Voltage (ELV) System integrator as well as a systems solution provider. It specializes in the field of electronic engineering, encompassing designing, planning, supplying, installing and commissioning of electronic equipment for the telecommunications sector, mainly for use in buildings, factories and by communities.

With over 12 years of experience and expertise in broadcast electronics and software engineering, PBSB tembarks on advanced design, installation and integration program in the industry of Digital Television (DTV).

The company's core competence is derived from the experienced technical and managerial abilities of its young and dynamic human resources. It stands above the competition because of its commitment to provide customers with innovative and effective solutions to their needs.



COMPANY INFORMATION



The company details as below:

Company Name : PANGLIMA BIDANG SDN. BHD.

Address : No 15, Jalan Orkid 6
Taman Orkid,
43200 Batu 9 Cheras
Selangor Darul Ehsan.

Telephone : (603) 9080 8801

Facsimile : (603) 9080 7801

Year of Registration Malaysia : 1996

Registration Number : 394420-D

Paid Up Capital : RM 500,000.00



Panglima Bidang is well represented in Malaysia. Our location in Cheras, Selangor Darul Ehsan finds us in the heartland of Malaysia's government and commercial community - a strategically advantageous position in dealing with our customers.



COMPANY PERSONNEL PROFILE

CEO Mr. Jei Jenn Ning

Jei Jenn Ning was graduated with a bachelor in Electrical & Electronic Engineering from the University of Robert Gordon, UK in 1992. He is the founder and the key manager of Panglima Bidang Sdn Bhd, and has combined experiences exceeding 12 years in the electrical and electronic industry. He has produced outstanding results over the past year.

Year	Experience
1993	Worked with Matsushita (M) Electrical Corporation Sdn Bhd as a TV and CRT QC Engineer. He was awarded the 3rd runner-up of the Electronic Technical Skill Competition.
1994	Joined Clarity Engineering Sdn Bhd (subsidiary of Pacific Satellite International Ltd, Hong Kong) as a Project Manager.
1995	Appointed as a director of Clarity Engineering Sdn Bhd.
1996	Resigned from Clarity Engineering Sdn Bhd in order to form his own company, Panglima Bidang Sdn Bhd.

Financial Director Ms. Sun Kok Chin

Sun Kok Chin has more than 10 years of administrative, sales, public relations and management experience. Now she is assists the company in management of working capital including: receivables, inventory, cash and marketable securities. Financial forecasting including: capital budget, cash budget, financial statements, external financing requirements and financial condition requirements.

PRODUCTS AND ACTIVITIES

Our Company provides various Extra Low Voltage (ELV) services, solutions and consultancies to supplement professional services. We deliver products and total solution from residential to commercial locations and properties. We are specialized the systems and products as follows:

- Hotel Digital Television System (DTV)
- Satellite Master Antenna Television (SMATV) System
- TV Spectrum Analyzer and TV Field Strength Meter
- Video Intercom & Home Network System
- Closed-Circuit Television (CCTV) System
- Public Address (PA) System

elphaTM
elpha


Home Network
COMMAX
COMMAX

 **DELTA**
Electronics
ELECTRONICS
DELTA

FAGOR 
FAGOR

Hotel Digital Television System (DTV)

Most of the hotels MATV system are facing poor TV reception problem caused by unregulated analogue signal transmission, signal loss due to low quality coaxial cable, poor workmanship and low quality TV booster. To overcome these, our company provides total DTV solution, design and equipment installation for improving resolution, sharpness and clarity of TV picture video quality. In nature, the DTV system have advantages like working low TV signal strength, no change existing coaxial cables, good immunity of signal interference and bandwidth saving.



Certainly, the demand of High Definition Television (HDTV) is the most exciting part of technology transition from Standard Definition (SD) broadcasting to High Definition (HD) broadcasting. Therefore, ELPHA state-of-art technologies enable the same services to be delivered in greater clarity and quality.

Our available product brand:

elphaTM
www.pbsbgroup.com



Satellite Master Antenna Television System

The system is commonly applied for residential condominium and commercial office building.

High Definition (HD) television has already changed sensation of people think about TV. The newest SMATV system to support HD channel as essential part for modern house and apartment. Hence, our system designer provides the completed services such as decibel calculation of signal strength, chosen products and system design.



We had completed product range of antennas, head end equipment, optical equipments and distribution satellite multiswitches. Now, our company is engaged European manufacturers excellence in past experience for producing the high-end SMATV equipments like DCT Delta GmbH (Germany) and Fagor Electronica, S.Coop (Spain).

Our available product brand:



www.dct-delta.com



www.fagorelectronica.es



TV Spectrum Analyzer and Field Strength Meter

We provides the full range measurement TV meter for TV broadcast operator, Pay-TV provider, related TV manufacturer and cable/ satellite installer. We also provided the training for our customer from the basic application to the comprehensive

Our product Sefram is one of the globally recognized instrument manufacturers. Sefram develops its business on the field of electronic instrument more than 60 years. Certified ISO 9001, Sefram's strategy is to bring to the market place innovative and high quality test and measurement products for electronic and electrical applications.

Today, we are introduced new Sefram family of Field Strength Meters, to fulfil all TV and digital signal applications (terrestrial, satellite and cable)

Our available product brand:



www.sefram.com



Video Intercom & Home Network System

We designed the home network audio/ video intercom with modern touch screen technology and Graphic User Interface (GUI) features. It not only just audio/ video intercom as well as security, safety and home automation control. Additional, the resident able receive the public notice information from management e-broadcast center. The product system mainly applied for Commercial Buildings, Condominiums and Apartments. That's a lot of need, the system & graphic can be amended it depend on customer favour.

The Elpha/ Commax ubiquitous society makes it possible for you to have easy education environment regardless of time and space and perform economic activities such as electronic commerce using home network devices at your home.

Our available product brand:

elphaTM
www.pbsbgroup.com

Home Network
COMMAXTM
www.commax.com

Close Circuit Television (CCTV) System



Providing e-surveillance solution.

Video monitoring and recording from central office/ control room

Cost-effective and high degree of safety

Ideal for Malls Offices, Hospitals, Airports, Factories, etc.

Public Address (PA) System



System for public sound announcement and fire evacuation.

Ideal for Hotels, High-Rise Offices, Shopping Complexes, Theatres, Schools, Hospitals, etc.



THE STRENGTH OF PRODUCTS



Elpha Digital TV products provide top class digital broadcasting electronic equipments in Satellite and Wireless Communication. It's mainly used for TV Broadcasters, hotels & government buildings. The products are registered and fully compliance standards and specifications of Digital Video Broadcasting (DVB). Towards digital era, many hotels and government buildings divert conventional CRT Tube Television to high definition Slim TV such as LCD or Plasma TV. Consequently, the cost effective and superior product to further benefits our customer. Additional, Radio TV Malaysia (RTM) launched DTT in Klang Valley on September 2006. Elpha has introduced COFDM professional & domestic decoder in order to capture the largest market demand on Digital TV. Furthermore, ASTRO will be launching HDTV channel in year 2010 where the HD program service will be made available for the domestic & commercial markets in Malaysia.



Fagor MicroMATV Pro series' third-generation intelligence compact programmable selective amplifier with microprocessor is based on cutting edge technology (from 10's programmable TV channels with up to 60 programmable TV channels) with a competitive price, whereas other competitor's products are still in modular form construction, i.e. one TV channel per modular. As a result, the modular type is extremely costly.

The company is always actively working in collaboration with Fagor Electronica in product designing, planning and project management. Currently, Fagor Electronica has introduced tailor-made photo type Active Band Pass Filter for project of ASTRO Measat 3 in order to fulfill the largest SMATV installation market in Malaysia.

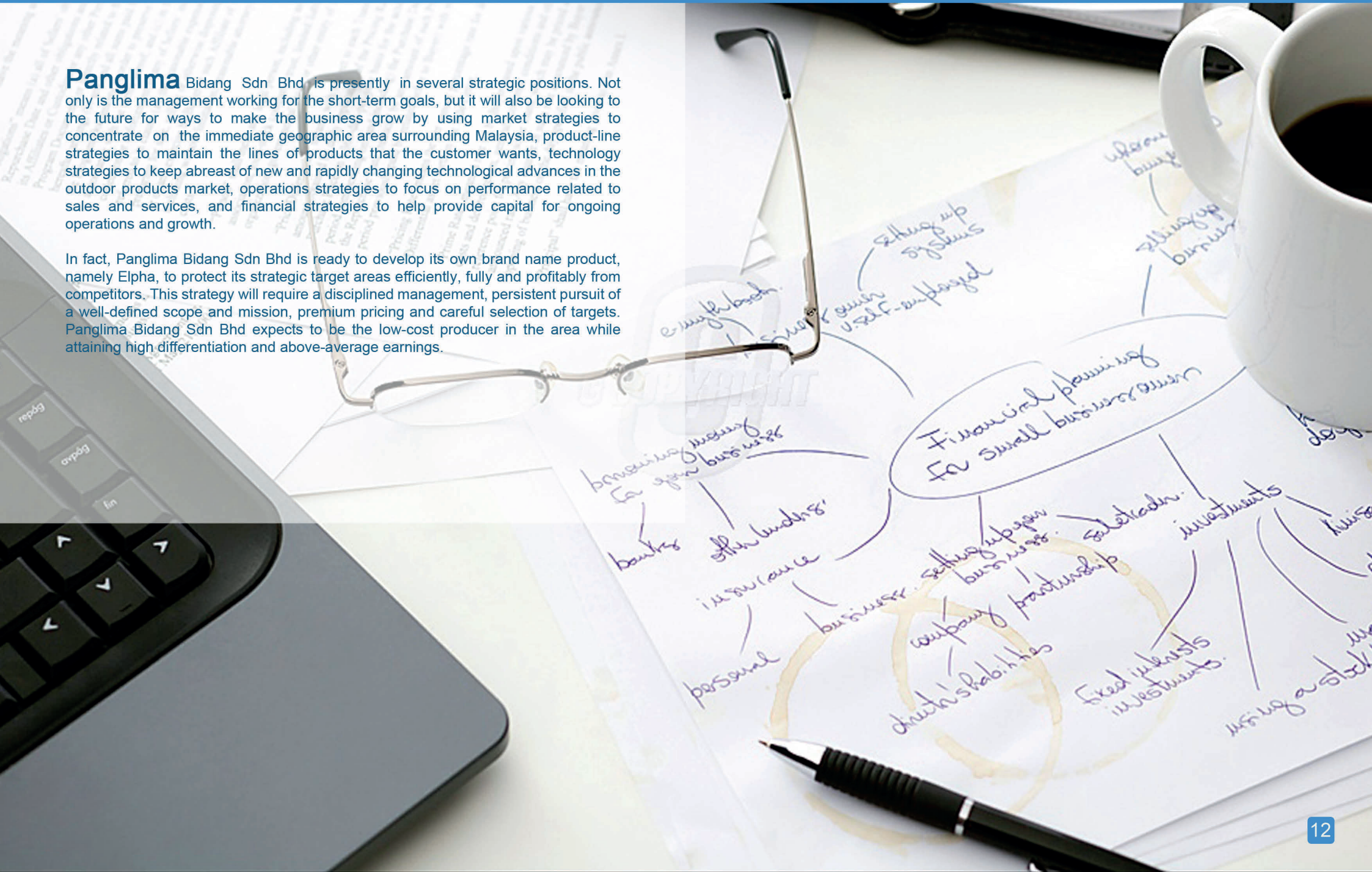
Commax Audio/ Video Intercom has been developing products and marketing them for the global market over the last 40 years since its establishment in 1968. Now Commax, as a world leading company in the field of interphones, video door phone, home automation and home network systems, has been exporting products under Commax brand to 120 different countries. Also, Commax has been gaining technological competitiveness by continuous accumulation of technology and obtaining international quality certificates such as UL and TUV, and is now acknowledged as a top class company in the field of IT where it continues to strive for creating a new lifestyle of living environment for customers all over the world.



BUSINESS STRATEGIES

Panglima Bidang Sdn Bhd is presently in several strategic positions. Not only is the management working for the short-term goals, but it will also be looking to the future for ways to make the business grow by using market strategies to concentrate on the immediate geographic area surrounding Malaysia, product-line strategies to maintain the lines of products that the customer wants, technology strategies to keep abreast of new and rapidly changing technological advances in the outdoor products market, operations strategies to focus on performance related to sales and services, and financial strategies to help provide capital for ongoing operations and growth.

In fact, Panglima Bidang Sdn Bhd is ready to develop its own brand name product, namely Elpha, to protect its strategic target areas efficiently, fully and profitably from competitors. This strategy will require a disciplined management, persistent pursuit of a well-defined scope and mission, premium pricing and careful selection of targets. Panglima Bidang Sdn Bhd expects to be the low-cost producer in the area while attaining high differentiation and above-average earnings.



PROJECT LIST

The famous projects of ELV System have been completed on 2004 ~ 2009:

a) Condominium/ Apartments

Name:
 202 Desa Cahaya (E & O BHD)
 LAD Condominium
 Villa Inai
 Le Villa
 Kampung Warisan Condominium (E & O BHD)
 Teachers Quarter
 Muar Apartments
 Bayu Tasik (DWTASIK BHD)
 Impian Height (IOI BHD)
 The Residence Condominium, TTDI
 Stonor Park Condominium
 Bukit Tunku Condominium
 Kiara II, Mont Kiara
 Kiara V, Mont Kiara
 Bayan Condominium, Mont Kiara (Sunrise Bhd)
 Seputeh Condominium, (Englian Enterprise S/B)
 Connaught Height, Cheras (Bonnia Corp. Bhd)
 Amansari (Selangor Dredging Bhd)
 Bukit Damansara Condominium (IGB Bhd)
 Cascadium Condominium, Bangsar (Sunrise Bhd)
 Piccolo Mondo Hotel
 Sri Exora Condominium
 Jejagaya Condominium
 Herritage Condominium
 123 Units Superlink Bungalow
 OneKL Condominium (Shimizu Corporation)
 Fairlane Condominium
 Tanjung Bungah Residential (E & O Bhd)
 Mutiara Rini
 Amisia
 Taman Merah (IGB Bhd)
 U-Thant Gallery
 Axia Pandan Tower 1 & 2

Area:
 Ampang
 Ampang
 Ampang
 Petaling Jaya
 Ampang
 Cheras
 Muar, Johor Darul Ehsan
 Cheras
 Puchong
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Puchong
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Shah Alam
 Kelana Jaya
 The Mines
 Damansara
 Kuala Lumpur
 Kuala Lumpur
 Penang
 Damansara
 Kuala Lumpur
 Kuala Lumpur
 Ampang
 Ampang



b) Government Buildings

Name:
 University Petronas Tronoh UPT,
 Kementerian Pertahanan Malaysia
 Kementerian Dalam Negeri Malaysia
 Teknologi Park Malaysia Institut Latihan Mesineri
 Teknologi Park Malaysia Institut Latihan Kejuruteraan
 dan Jentera CNC
 Prime Minister Office
 Kementerian Pertahanan Malaysia
 Hospital Cheras

Area:
 Perak
 Ampang
 Putrajaya
 Bukit Jalil
 Bukit Jalil
 Putrajaya
 Muar
 Cheras



d) Commercial Building and Factory

Name:

KLCC Twin Tower
 KLCC Suria
 KLCC Conventional Center
 Genting Hotel
 Genting Resort Hotel
 Genting International Sport Center
 Megamall – Mid Valley (IGB Bhd)
 Texas Instruments
 Institute Jantung Negara
 Daya-Bumi Building
 Cempaka College
 Cempaka College
 Avenue Shopping Mall
 Villa Bangsar Shopping Complex
 Admiral Cove Hotel (Pacific Reliance Bhd)
 Avillion Hotel (Pacific Reliance Bhd)
 Avillion Regency (Pacific Reliance Bhd)
 Avillion Hotel (Pacific Reliance Bhd)
 Hotel Fairlane, Bukit Bintang
 Petronas Sudan HQ Sudan
 IGB Office Tower (Phase II)
 Golden Palm Tree (Sepang Gold Coast Sdn Bhd)
 HSC Medical Center
 Avillion Village Resort

Area:

Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Genting Highland
 Genting Highland
 Genting Highland
 Kuala Lumpur
 Ulu Kelang
 Ampang
 Kuala Lumpur
 Cheras Selangor
 Damansara Selangor
 Kuala Lumpur
 Bangsar Kuala Lumpur
 Port Dickson
 Port Dickson
 Malacca
 Kuala Lumpur
 Kuala Lumpur
 Afrika
 Kuala Lumpur
 Pantai Bagan Lalang, Sepang
 Ampang
 Port Dickson

c) Embassies

Name:

Embassy of Switzerland
 Embassy of Japan
 Embassy of Germany
 Embassy of Kuwait
 Embassy of United States America
 Embassy of France

Area:

Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur
 Kuala Lumpur



MISSION STATEMENT

Panglima Bidang Sdn Bhd believes in understanding and providing our customers with high quality products and reliable services par excellence in line with stringent industry requirements.

Hence,

“Achieving a Common Objective by Working Together – TEAMWORK”

is the mission statement of Panglima Bidang Sdn Bhd.

Towards Digital Era

www.pbsbgroup.com



PANGLIMA BIDANG SDN. BHD.
(394420-D)

No15, Jalan Orkid 6
Taman Orkid
43200 Batu 9 Cheras
Selangor Darul Ehsan

Tel: (603) 9080 8801

Fax: (603) 9080 7801

Website: www.pbsbgroup.com