

SAMSUNG



Business TV

BEFX-H series

TV, redefined for business

Built on the trusted performance of a consumer TV, the Business TV BEFX-H is optimized for a wide range of business environments. From cafés and boutiques to pharmacies, clinics, and retail chains, it delivers stunning UHD picture quality that captures attention and elevates your space. Combined with practical tools like the Business TV App and VXT, you can easily create, schedule, and manage promotional content—no extra hardware or complex systems needed. Smart, simple, and purposefully designed to support your business every day.

Key features



Samsung Business TV App

Available on Android or iOS mobile device, users can remotely create, manage and display customized content effortlessly.



4K Resolution

Make out the small details in every scene. 4K UHD resolution has 4x more pixels than regular FHD resolution creating sharp, ultra-realistic images.



PlayLock

Lock your TV with a pin-code system, preventing unauthorized users or outsiders from tampering with the screen. This minimizes the chance of unforeseen accidents, while ensuring that only the content you have selected is played.



Samsung VXT

Effortless content management and remote device management — all possible on a single, secure, cloud-based solution platform.

*VXT must be purchased separately.

*The feature's availability may vary by region.

*For BEFX-H series, VXT S Series plan is only available.



SmartThings Pro

SmartThings Pro connectivity enhances convenience, safety, and energy efficiency across various business settings.

*Some features' availability of SmartThings Pro may vary by models and require additional subscription plan.



Digital Art Solution with Niio Partnership

By joining forces with Niio, a global digital art solution platform, Samsung offers easy access to a selection of artwork via preloaded Niio App.

*Additional subscription for Niio Art is required. Please refer to Niio's subscription plans on their website for details.

Specifications

Model			BE43FX-H (BE43FX-H2 : XL)	BE50FX-H (BE50FX-H2 : XL, ZD)	BE55FX-H (BE55FX-H2 : XL, ZD)	BE65FX-H (BE65FX-H2 : XL, ZD)	BE75FX-H (BE75FX-H2 : ZD)	BE85FX-H (BE85FX-H2 : ZD)
Panel	Size		43	50	55	65	75	85
	Type		50Hz E-LED BLU			50Hz E-LED BLU		
	Resolution		GO/KR/XP/ZX/ZL/PE : 60Hz E-LED BLU			GO/KR/XP/ZX/ZL/PE : 60Hz E-LED BLU		
	Brightness(Typ.)					3,840 x 2,160		
Connectivity	Response Time(G-to-G)					300ms		
	Color Gamut					8ms		
	Operation Hour					98% (sRGB)		
	Screen Curvature					16/7		
INPUT	RGB					N/A, Flat		
	VIDEO					N/A		
	AUDIO					HDMI x 3		
	USB					N/A		
OUTPUT	RF					USB x1		
	RGB							
	VIDEO							
	Power Out							
Design	External Control							
	External Sensor							
	Wireless							
	Bezel Type							
Power Supply	Color							
	Stand Type							
	Swivel (Left/Right)							
	Type							
Max	Power Consumption							
	Energy Saving Mode (W)							
	Stand-by (W)							
	Typical							
Dimension (mm / in.)	Set without Stand							
	Set with Stand							
	Package							
	Weight (kg / lbs.)							
Mechanical	Set without Stand							
	Set with Stand							
	Package							
	Bezel Width w/ BM (mm, U/D/L/R)							
Certification	Black Matrix Size (mm, U/D/L/R)							
	Screw Size							
	Screw Depth							
	VESA Spec							
Accessory	Safety							
	EMC							
	Included							
	Remote Control, Batteries, User Manual, Power Cable (XY/XV : Batteries N/A)							
Video	Picture Engine							
	HDR10+							
	Dolby Decoder							
	Object Tracking Sound							
Audio	Q-Symphony							
	Sound Output (RMS)							
	Speaker Type							
	Audio Pre-selection Descriptor							
Broadcasting System	Bluetooth Audio							
	Digital Broadcasting							
	DTV Sound System							
	Analog Tuner							
Smart Service	Operating System							
	Supported							
	SmartThings Pro							
	SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc.							
Feature	General							
	Smart							
	Orientation							
	MBR Support							
Accessibility	Multi Device Experience							
	Workspace							
	Low Vision Support							
	Hearing Impaired Support							
Business TV Special	Motor Impaired Support							
	Remote Control							
	VXT CMS							
	PlayLock							
Security Lock	BizTV App (Android, iOS)							
	On/Off timer							
	Auturon Signage(App auto launch)							
	App pre-installation							
Mobile Connection menu	OTN On/Off							
	Panel button lock							
	USB port lock							
	Mobile Connection menu							

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