

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		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		GO/KR/XP/ZX/ZL/PE : 60Hz E-LED BLU	
	Brightness(Typ.)				3,840 x 2,160		3,00nit	
	Response Time(G-to-G)				8ms			
Connectivity	Color Gamut				98% (sRGB)			
	Operation Hour				16/7			
	Screen Curvature				N/A, Flat			
	RGB VIDEO				N/A			
	AUDIO				HDMI x 3			
Design	INPUT				USB x1			
	RF				1 Terrestrial / 1 Cable / 0 Satellite			
	OUTPUT				EN/XU/CI : 1 Terrestrial / 1 Cable / 1 Satellite			
	RGB VIDEO				NZ : 1 Terrestrial / 0 Cable / 1 Satellite			
	Power Out				N/A			
Power	External Control				N/A			
	External Sensor				N/A			
	Wireless				N/A			
	Bezel Type				R4J5			
	Color				N/A			
Mechanical	Stand Type				3 Bezel-less			
	Swivel (Left/Right)				BLACK (GO/XY : TITAN GRAY)			
	Type				BASIC FEET, CI/ZB/ZD/XL : FLAT FEET			
	Power Supply				N/A			
	Max				Internal			
Power	Energy Saving Mode (W)							
	Stand-by (W)							
	Typical							
	Set without Stand							
	Set with Stand							
Mechanical	Package							
	Weight (kg / lbs.)							
	Set without Stand							
	Set with Stand							
	Package							
Certification	Bezel Width w/ BM (mm, U/D/L/R)							
	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)							
	Remote Control, Batteries, User Manual, Power Cable (ZD/XY/XV : Batteries N/A)							
Video	Picture Engine							
	HDR10+							
	Dolby Decoder							
	Object Tracking Sound							
	Q-Symphony							
Audio	Sound Output (RMS)							
	Speaker Type							
	Audio Pre-selection Descriptor							
	Bluetooth Audio							
	Bluetooth Audio							
Broadcasting System	Digital Broadcasting							
	DTV Sound System							
	Analog Tuner							
	(Common Interface)							
	Operating System							
Smart Service	SmartThings Pro							
	SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc.							
	GO/KR/EN/CI/ETC : VXT Player, SamsungbusinessTV, Youtube, PlayLock, Web browser							
	Supported							
	Supported							
Feature	General							
	Smart							
	Orientation							
	MBR Support							
	Multi Device Experience							
Accessibility	Workspace							
	Low Vision Support							
	Hearing Impaired Support							
	Motor Impaired Support							
	Remote Control							
Business TV Special	VXT CMS							
	PlayLock							
	BizTV App (Android, iOS)							
	On/Off timer							
	Auturion Signage(App auto launch)							
Security Lock	App pre-installation							
	OTN On/Off							
	Panel button lock							
	USB port lock							
	Mobile Connection menu							

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Product Support

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