

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 GO/KR/XP/ZL/PE : 60Hz E-LED BLU			50Hz E-LED BLU GO/KR/XP/ZL/PE : 60Hz E-LED BLU		
	Resolution				3,840 x 2,160		
	Brightness(Typ.)				300nit		
	Response Time(t-to-G)				8ms		
INPUT	Color Gamut				98% (sRGB)		
	Operation Hour				16/7		
	Screen Curvature				N/A, Flat		
	RGB VIDEO				N/A		
	AUDIO				HDMI x 3		
Connectivity	USB				N/A		
	RF				USB x1		
	External Control				1 Terrestrial / 1 Cable / 0 Satellite EN/XU/CI : 1 Terrestrial / 1 Cable / 1 Satellite NZ : 1 Terrestrial / 0 Cable / 1 Satellite		1 Terrestrial / 1 Cable / 0 Satellite EN/XU/CI : 1 Terrestrial / 1 Cable / 1 Satellite NZ : 1 Terrestrial / 0 Cable / 1 Satellite
	External Sensor				N/A		
					N/A		
Design	Wireless				N/A		
	Bezel Type				3 Bezel-less BLACK BLACK(GO/XY : TITAN GRAY)		
	Color				N/A		
	Stand Type				N/A		
	Swivel (Left/Right)				N/A		
Power	Type				N/A		
	Power Supply				Internal		
	Max						
	Energy Saving Mode (W)						
	Stand-by (W)						
Dimension (mm)	Typical						
	Set without Stand						
	Set with Stand						
	Package						
	Set without Stand						
Mechanical	Weight (kg)						
	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)						
	VESA						
	Screw Size						
	Screw Depth						
	VESA Spec						
Accessory	Safety EMC						
	Included						
	Picture Engine						
	HDR10+						
	Dolby Decoder						
Audio	Object Tracking Sound						
	Q-Symphony						
	Sound Output (RMS)						
	Speaker Type						
	Audio Pre-selection Descriptor						
Broadcasting System	Bluetooth Audio						
	Digital Broadcasting						
	DTV Sound System						
	Analog Tuner						
	CI (Common Interface)						
Smart Service	Operating System						
	SmartThings Pro						
	S.E Asia, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc.						
	GO/KR/EN/C/ETC : VXT Player, SamsungbusinessTV, Youtube, PlayLock, Web browser						
	Supported						
Feature	General						
	Orientation						
	MBR Support						
	Multi Device Experience						
	Workspace						
Accessibility	Low Vision Support						
	Hearing Impaired Support						
	Motor Impaired Support						
	Remote Control						
	VXT CMS						
Business TV Special	PlayLock						
	BiTV App(Android, iOS)						
	On/Off timer						
	Autorun Signage(App auto launch)						
	App pre-installation						
Security Lock	DTN On/Off						
	Panel button lock						
	USB port lock						
	Mobile Connection menu						

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Smart Signage

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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.



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