

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 optimised for a wide range of business environments. From cafés and boutiques to pharmacies, clinics, and retail chains, it helps deliver stunning UHD picture quality that captures attention and elevates your space. 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 help support your business.

* The feature's availability may vary by region.

* Actual UI may differ and is subject to change without notice.

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

* VXT must be purchased separately and the feature's availability may vary by region.

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

Key features



Samsung Business TV App

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



4K Resolution

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



PlayLock

Lock your TV with a pin-code system, preventing unauthorised users or outsiders from tampering with the screen. This helps minimise 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 helps enhance 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 Nioo Partnership*

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

* Additional subscription for Nioo.Art is required. Please refer to Nioo'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 50Hz E-LED BLU GO/KR/XP/ZL/PE : 60Hz E-LED BLU	50	55	65 50Hz E-LED BLU GO/KR/XP/ZL/ZD/PE : 60Hz E-LED BLU	75	85	
	Type								
	Resolution					3,840 x 2,160			
	Brightness(Typ.)					300nit			
	Response Time(G-to-G)					8ms			
	Colour Gamut					98% (sRGB)			
	Operation Hour					16/7			
Connectivity	Screen Curvature					N/A, Flat			
	INPUT	RGB				N/A			
		VIDEO				HDMI x3			
		AUDIO				N/A			
		USB				USB x1			
	RF			1 Terrestrial / 1 Cable / 0 Satellite EN/XU : 1 Terrestrial / 1 Cable / 1 Satellite NZ : 1 Terrestrial / 0 Cable / 1 Satellite			1 Terrestrial / 1 Cable / 0 Satellite EN/XU : 1 Terrestrial / 1 Cable / 1 Satellite NZ : 1 Terrestrial / 0 Cable / 1 Satellite		
	OUTPUT	RGB				N/A			
VIDEO					N/A				
AUDIO					N/A				
Power Out					N/A				
Design	External Control					N/A			
	External Sensor		WiFi5, Bluetooth 5.3 XL : WiFi5, Bluetooth 5.2			WiFi5, Bluetooth 5.3 ZD/XL : WiFi5, Bluetooth 5.2			
	Wireless								
	Bezel Type				3 Bezel-less				
	Colour				BLACK	BLACK (GO/XY : TITAN GRAY)			
	Stand Type		BASIC FEET, C/ZB : FLAT FEET, XL : N/A			BASIC FEET, C/ZB/ZD/XL : FLAT FEET			
	Swivel (Left/Right)				N/A				
Power	Type				Internal				
	Power Supply	GO/ZC : ACT10-120V 50/60Hz EN/XU/KR/XY/NZ/ZB/XL : ACZD-240V 50/60Hz XD/YS/AM/XV/ZL/ZD/XP/PE : ACT100-240V 50/60Hz ZX : ACT10-12V 50/60Hz			GO/ZC : ACT10-120V 50/60Hz EN/XU/KR/XY/NZ/ZB/XL : ACZD-240V 50/60Hz XD/YS/AM/XV/ZL/ZD/XP/PE : ACT100-240V 50/60Hz ZX : ACT10-12V 50/60Hz		GO/ZC : ACT10-120V 50/60Hz EN/XU/KR/XY/NZ/ZB/XL : ACZD-240V 50/60Hz XD/YS/AM/XV/ZL/ZD/XP/PE : ACT100-240V 50/60Hz ZX : ACT10-12V 50/60Hz		
		ZL/C/PE/XV/XD/YS/AM/XP : 115 KR/NZ/XY/ZB/EN/XU/KK/XL : 110 GO/ZC/ZX : 100	ZL/C/PE/XV/XD/YS/AM/XP/ZD : 125 KR/NZ/XY/ZB/EN/XU/KK/XL : 120 GO/ZC/ZX : 110	ZL/C/PE/XV/XD/YS/AM/XP/ZD : 130 KR/NZ/XY/ZB/EN/XU/KK/XL : 125 GO/ZC/ZX : 120	ZL/C/PE/XV/XD/YS/AM/XP : 175 KR/NZ/XY/ZB/EN/XU/KK/XL/ZD : 170 XL : 165 GO/ZC/ZX : 160	ZL/C/PE/XV/XD/YS/AM/XP : 230 KR/NZ/XY/ZB/EN/XU/KK/XL/ZD : 220 GO/ZC/ZX : 215 ZD : 180	ZL/C/PE/XV/XD/YS/AM/XP : 280 KR/NZ/XY/ZB/EN/XU/KK/XL : 270 GO/ZC/ZX : 260 ZD : 230		
		Max							
	Power Consumption	Energy Saving Mode (W)				N/A			
		Stand-by (W)				0.5			
	Mechanical	Typical	GO/ZC : 85, XD/NZ/XY : 68 XV : 67.2, EN : 79, C/XP : 67 XL : 65, XU : 52, KR : 50.6 KK : 46.689 PE/ZB/ZL/ZX : N/A 957.8 x 568.8 x 76.3 XL : 967.5 x 561.4 x 59.7	GO/ZC : 89, XV : 71.2 EN : 109, C : 77 XD/NZ/XY/XP/XU : 71 XU : 69, KR : 59.5, KK : 48.74 PE/ZB/ZL/ZX : N/A 1110.8 x 445.8 x 76.4 XL/ZD : 1120.3 x 647.0 x 60.0	GO/ZC : 91, XV : 79.3 EN : 52, C : 86, KR : 65 XD/NZ/XY/XP/XU : 79 KK : 50.264, XL : 62 PE/ZB/ZL/ZX : N/A 1294.4 x 707.8 x 76.6 XL/ZD : 1294.1 x 710.8 x 60.3	GO/ZC : 139, XV : 113.5 EN : 69, C : 110, KR : 77.3 XD/NZ/XY : 113, XU : 109 KK : 64.142, XL : 110 PE/ZB/ZL/ZX/ZD : N/A 1444.1 x 831.2 x 76.8 XL/ZD : 1,452.9 x 834.0 x 60.6	GO/ZC : 165, XV : 134.2 EN : 138, C : 143, KR : 88.5 NZ/XY : 136, XU : 138 KK : 77.91, XL : 133 PE/XD/ZB/ZL/ZX/XP/ZD : N/A 1668.1 x 952.8 x 77 XL/ZD : 1,677.5 x 962.4 x 61.1	GO/ZC : 218, XV : 142.1 EN/XU : 165, KR : 101.1 NZ/XY/XL : 142 PE/XD/ZB/ZL/ZX/XP/ZD : N/A 1889.9 x 1083.5 x 77 ZD : 1,901.2 x 1,088.4 x 61.4	
Set without Stand			957.8 x 609 x 119 XL : N/A	1110.8 x 695.1 x 199 XL/ZD : 1,120.3 x 694.0 x 237.0	1294.6 x 759.1 x 199 XL/ZD : 1,294.1 x 758.0 x 237.0	1444.1 x 882.2 x 222 XL/ZD : 1,452.9 x 879.3 x 267.4	1668.1 x 1005.9 x 280 ZD : 1,677.5 x 1,004.3 x 325.0		
Set with Stand			1,065 x 635 x 118 XL : 1,097 x 650 x 123	1,228 x 743 x 127 XL : 1,255 x 765 x 127 ZD : 1,248 x 760 x 154	1,354 x 810 x 127 XL : 1,369 x 819 x 127 ZD : 1,386 x 828 x 158	1,578 x 950 x 142 XL : 1,590 x 952 x 148 ZD : 1,608 x 950 x 155	1,820 x 1004.164 ZD : 1,832 x 1110 x 186		
Package			6.4, XL : 6.8 6.6, XL : N/A 9.0, XL : 9.9 7.5/16.7/15.7/15.5	8.3, ZD/XL : 9.1 8.6, ZD/XL : 9.5 12.0, ZD/XL : 13.8 75/16.7/15.7/15.5	9.6, XP/ZB/ZD/XL/KK : 10.7 9.9, XP/ZB/ZD/XL/KK : 11.1 14.4, XP/ZB/ZD/XL/KK : 15.9 75/16.7/15.7/15.5	14.2, XL/ZD : 15.9 14.5, XL/ZD : 16.4 21.0, XL/ZD : 23.0 78/16.8/17.8	22.4, ZD : 25.3 22.8, ZD : 26.0 31.0, ZD : 34.5 9.1/18.1/19.2/19.2		
Bezel Width w/ BM (mm, U/D/L/R)		XL : 11.4/14.3/11.6/11.6 5.9/16.6/6.0/6.0 XL : 5.9/12.5/9.5/9.5	XL/ZD : 10.7/13.6/10.7/10.7	XL/ZD : 10.7/13.6/10.7/10.7	XL/ZD : 10.7/13.6/10.7/10.7	12.1/15.8/12.1/12.1 6.0/18.6/6.0/6.0 ZD : 6.0/13.6/6.0/6.0			
		Black Matrix Size (mm, U/D/L/R)							
VESA		Screw Size Screw Depth VESA Spec	Z3-25, XL : 19-21	200*200	Z3-25, XL/ZD : 19-21	200*200, XL/ZD : 400*300	400*300, ZD : 400*400	10-12, ZD : 19-21	400*300, ZD : 400*400
Certification		Safety EMC				60005, 62368-1 Class B			
Accessory		Included	Remote Control, Batteries, User Manual, Power Cable (XV/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				Crystal processor 4K Support MS12.2ch OST Lite			
Audio	Q-Symphony Sound Output (RMS) Speaker Type				Yes 20W 2CH (10W+10W)				
	Audio Pre-selection Descriptor				N/A				
	Bluetooth Audio				Yes				
Broadcasting System	Digital Broadcasting DTV Sound System Analog Tuner	XY : DVB-T/T2 Ready)			XY : DVB-T/T2 Ready) Dolby			XY : DVB-T/T2 Ready)	
	C/ (Common Interface)			N/A, C/EN/XU : -CH1(4)			N/A, EN/XU : -CH1(4)		
	Operating System			Tizen™ Smart TV					
Smart Service	Supported	SmartThings Pro SE Asia, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/C/ETC : VXT Player, SamsungbusinessTV, Youtube, PlayLock, Web browser			SmartThings Pro SE Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/C/ETC : VXT Player, SamsungbusinessTV, Youtube, PlayLock, Web browser		SmartThings Pro SE Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/C/ETC : VXT Player, SamsungbusinessTV, Youtube, PlayLock, Web browser		
	Orientation				Landscape				
	General	MBR Support Multi Device Experience Workspace			Mobile to TV, Sound Mirroring, Wireless TV On				
Accessibility	Low Vision Support	Audio Description, Zoom Menu and Text, High Contrast, SeeColours, Colour Inversion, Grayscale, Auto Picture Off			Audio Description, Zoom Menu and Text, High Contrast, SeeColours, Colour Inversion, Grayscale, Picture Off				
	Hearing Impaired Support				Closed Caption (Subtitle), Multi-output Audio, Sign Language Zoom				
	Motor Impaired Support				Slow Button Repeat, Remote Control App. for All				
Business TV Special	Remote Control	Simple IR (XY/XV : SolarCell BT) SE Asia, Argentina, Mexico : No GO/KR/EN/C/ETC : Yes			Simple IR (ZD/XY/XV : SolarCell BT) SE Asia, Brazil, Argentina, Mexico : No GO/KR/EN/C/ETC : Yes		SE Asia, Brazil, Argentina, Mexico : No GO/KR/EN/C/ETC : Yes		
	VXT CMS				Yes			SE Asia, Brazil, Argentina, Mexico : No GO/KR/EN/C/ETC : Yes	
	PlayLock				Yes				
	BizTV App (Android, iOS)				Yes				
	On/Off timer				Yes				
	Autorun Signage App (auto launch)				Yes				
App pre-installation									
OTN On/Off									
Security Lock	Panel button lock	SE Asia, Argentina, Mexico : No GO/KR/EN/C/ETC : Yes			SE Asia, Brazil, Argentina, Mexico : No GO/KR/EN/C/ETC : Yes		SE Asia, Brazil, Argentina, Mexico : No GO/KR/EN/C/ETC : Yes		
	USB port lock								
	Mobile Connection menu								

About Samsung Electronics Co., Ltd.

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Smart Signage

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