

Samsung Business TV

BEA series

A TV built for your business



Industry trend

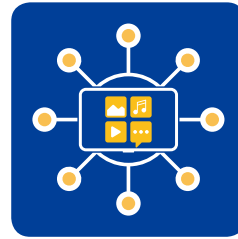
As visual display technology continues to improve, TV's with advanced visual capabilities have become less cost prohibitive for businesses of all sizes, including small retailers, family-owned and home-based businesses, providing a significant market opportunity. In today's media-saturated and technology-friendly businesses environment, many small business owners want to directly manage their own digital and video channels, leaving behind outdated and costly printed materials previously used for customer communication. However, small business owners are time-strapped and often with limited resources, meaning any new solution needs to be simple and affordable, quickly integrating into their business.



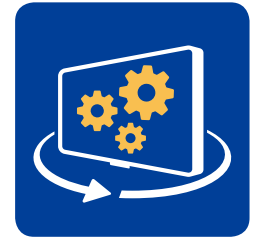
Picture quality



Business grade



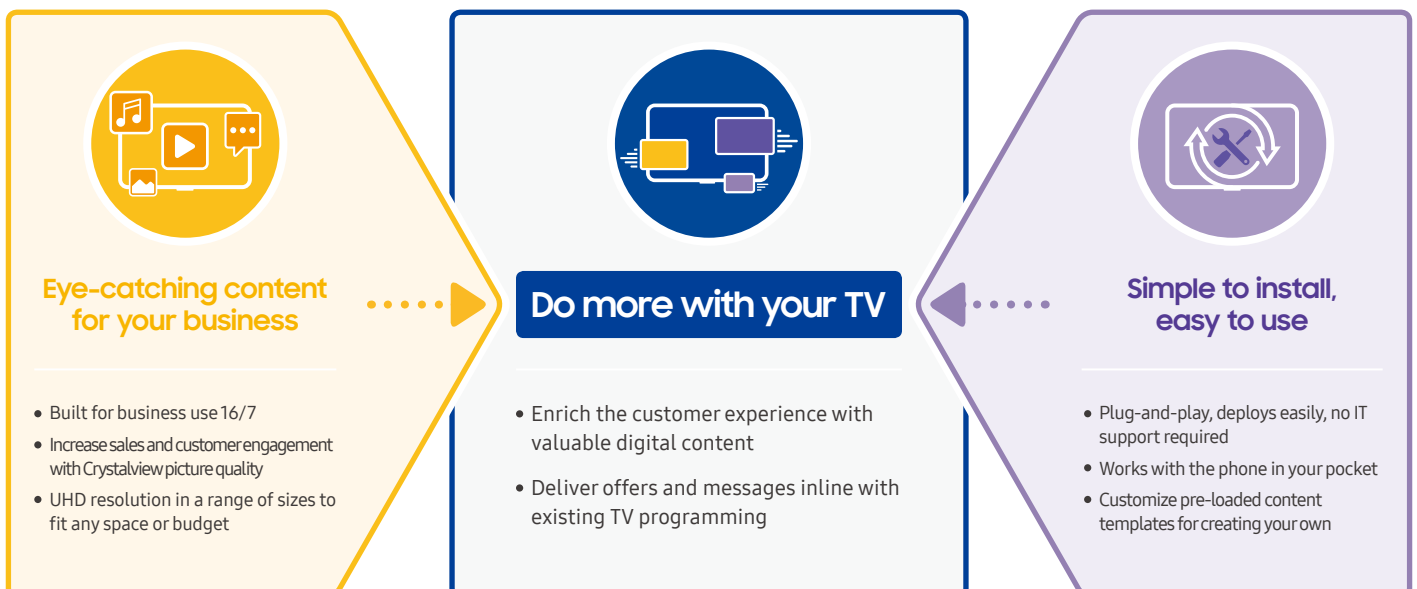
Content management solution



Simplified operation

Why Samsung Business TV

Samsung is a recognized global leader in visual display technology, creating industry-leading TV's and commercial visual displays designed to captivate potential customers and provide ultimate value to the business. Business TV from Samsung brings together Samsung's expertise in commercial signage displays with its advanced TV technology to give users the ideal solution for customer communication with impactful visuals. Engineered to operate 16 hours a day, 7 days a week the display also features an extended warranty guaranteeing that users are always getting the most from their TV. Additionally, the Business TV app eliminates additional cost of an additional content management solution. Easy setup and streamlined operation with no additional equipment required — just a helpful integration with users' personal devices — make Business TV ideal for any small business.



Solution for a wide range of business needs

Samsung's Business TV provides flexible functionality suited for a wide range of retail stores and businesses looking to do more with their TV, while not overburdening staff with complicated features. From menu boards to providing advertising and promotion alongside TV programs, Business TV from Samsung is the perfect solution for businesses looking for a straightforward and effective way to communicate with their customers.

Coffee and beverage



Drugstore



Beauty shop



Footwear store



Telco retailer



Medical service



Do more with your TV



Business TV from Samsung is the ideal display solution for small businesses, allowing users to communicate with customers without the need for physical paper materials. Simple, ready-to-use content templates allow users to showcase personalized content alongside TV programming.

Eye-catching content for your business

The image shows a Samsung Business TV displaying a fashion advertisement for 'Spring & Summer 2020 First Look'. The ad features a woman with colorful hair and a hand on her face. The text on the screen includes 'SPRING & SUMMER 2020', 'FIRST LOOK', and 'Get a first look at the latest styles in our Spring/Summer 2020 collection'. The TV is surrounded by clothing racks, and there are inset images showing the TV's display quality compared to conventional displays.

Crystal Display

Conventional

4K UHD

FHD

HDR

High dynamic range

Crystal Processor 4K

Crystal Processor 4K

UHD

UHD resolution

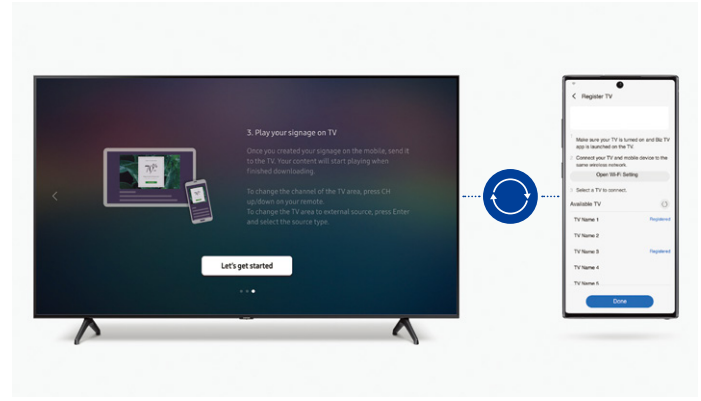
16/7

16/7 Operation

Various size option

Samsung's Business TV lineup delivers an eye-catching visual experience with UHD resolution in a range of sizes to fit any space or budget. Crystal Display ensures optimized color expression and High-Dynamic Range improves brightness levels to better catch the attention of potential customers. Featuring an impressive warranty, Business TV displays are reliable and built to operate even with extended daily business hours, 16 hours a day, 7 days a week.

Simple to install, easy to use



Control content with your personal device

Samsung Business TV app, available for Android and iOS devices, provides convenience by allowing users to remotely manage and control content on connected Business TVs.

* Image simulated for illustration purposes

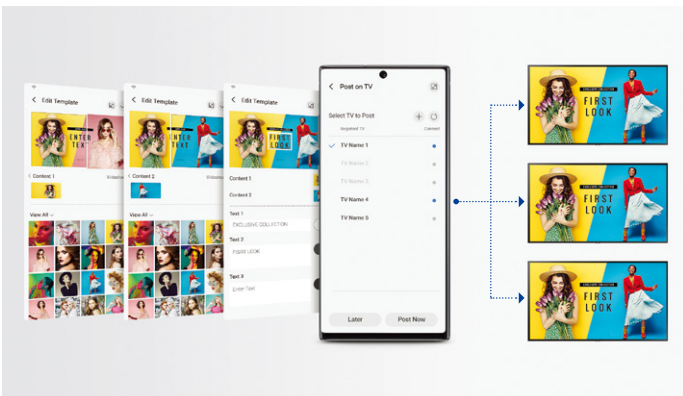
Simple setup in minutes

Set up could not be easier. Samsung's Business TV comes preloaded with a step-by-step tutorial that automatically begins when users first turn the TV on. After downloading the business TV app, users' devices are automatically connected to the TV and available for immediate use.



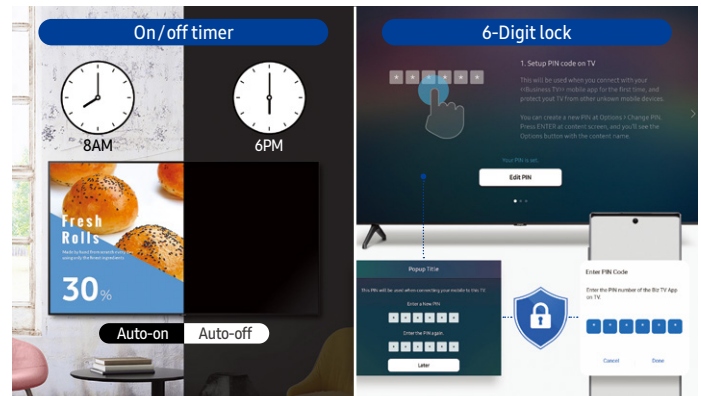
Design content with the click of a button

Small businesses can save time and money with Business TV's more than 100 pre-loaded content templates including vertical orientation, L-Bar layouts, motion-embedded, seasonal sale and other pre-designed promotions and advertisements for do-it-yourself content management.



Easy content management

An incredibly simple interface allows you to edit, review, finalize and deploy content — even across multiple displays — with just a few quick taps.



Focus on your business, not your TV

Spend less time dealing with technical issues. An on/off timer allows the TV to automatically operate during business hours and a pin-code protects the display settings, avoiding any potential content interruptions.

Specification

| Model | | BE43A-H | BE50A-H | BE55A-H | BE65A-H | BE75A-H |
|---------------|---------------------|-------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Panel | Size | 43 | 50 | 55 | 65 | 75 |
| | Type | 60Hz E-LED BLU | 60Hz E-LED BLU | 60Hz E-LED BLU | 60Hz E-LED BLU | 60Hz E-LED BLU |
| | Resolution | 3840 x 2160 | 3840 x 2160 | 3840 x 2160 | 3840 x 2160 | 3840 x 2160 |
| | Operation Hour | 16/7 | 16/7 | 16/7 | 16/7 | 16/7 |
| | Screen Curvature | N/A, Flat | N/A, Flat | N/A, Flat | N/A, Flat | N/A, Flat |
| Connectivity | Input | RGB | N/A | N/A | N/A | N/A |
| | | Video | HDMI x 3 | HDMI x 3 | HDMI x 3 | HDMI x 3 |
| | | HDCP | HDCP1.4 / 2.2 | HDCP1.4 / 2.2 | HDCP1.4 / 2.2 | HDCP1.4 / 2.2 |
| | | Audio | N/A | N/A | N/A | N/A |
| | | USB | USB (1) | USB (1) | USB (1) | USB (1) |
| | | RF | 1 Terrestrial / 1 Cable / 1 Satellite | 1 Terrestrial / 1 Cable / 1 Satellite | 1 Terrestrial / 1 Cable / 1 Satellite | 1 Terrestrial / 1 Cable / 1 Satellite |
| | Output | RGB | N/A | N/A | N/A | N/A |
| | | Video | N/A | N/A | N/A | N/A |
| | | Audio | Optical | Optical | Optical | Optical |
| | | Power Out | N/A | N/A | N/A | N/A |
| | External Control | RJ45 | RJ45 | RJ45 | RJ45 | |
| | External Sensor | N/A | N/A | N/A | N/A | |
| | Wireless | WiFi 5, Bluetooth supported | WiFi 5, Bluetooth supported | WiFi 5, Bluetooth supported | WiFi 5, Bluetooth supported | |
| Design | Bezel Type | 3 Bezel-less | 3 Bezel-less | 3 Bezel-less | 3 Bezel-less | |
| | Color | Front | TITAN GRAY | TITAN GRAY | TITAN GRAY | |
| | | Stand | TITAN GRAY | TITAN GRAY | TITAN GRAY | |
| | Stand Type | SLIM Feet | SLIM Feet | SLIM Feet | SLIM Feet | |
| | Swivel (Left/Right) | N/A | N/A | N/A | N/A | |
| Power | Type | Internal | Internal | Internal | Internal | |
| | Power Supply | 100-240V 50 / 60Hz | 100-240V 50 / 60Hz | 100-240V 50 / 60Hz | 100-240V 50 / 60Hz | |
| | Power Consumption | Max | 130 | 145 | 150 | |
| | | Energy Saving Mode (W) | N/A | N/A | N/A | |
| | | Stand-by (W) | 0.5 | 0.5 | 0.5 | |
| Typical | | N/A | N/A | N/A | | |
| Mechanical | Dimension (mm) | Set without Stand | 963.9 x 558.9 x 59.6 | 1116.8 x 644.2 x 59.9 | 1230.5 x 707.2 x 59.9 | 1449.4 x 830.3 x 59.9 |
| | | Set with Stand | 963.9 x 627.8 x 192.5 | 1116.8 x 719.1 x 250.2 | 1230.5 x 783.3 x 250.2 | 1449.4 x 906.6 x 282.1 |
| | | Package | 1081 x 670 x 143 | 1264 x 780 x 150 | 1386 x 843 x 158 | 1606 x 963 x 184 |
| | Weight (kg) | Set without Stand | 8.1 | 11.4 | 13.9 | |
| | | Set with Stand | 8.3 | 11.6 | 14.2 | |
| | | Package | 11.8 | 16 | 19.5 | |
| | Bezel Width (mm) | W/W : 5.5 (T/S) 11.1 (Bottom) | W/W : 5.5 (T/S) 12.1 (Bottom) | W/W : 5.5 (T/S) 11.1 (Bottom) | W/W : 5.5 (T/S) 11.1 (Bottom) | |
| | VESA | Screw Size | M8 | M8 | M8 | |
| | | Screw Depth | 20-22 | 20-22 | 20-22 | |
| | | VESA Spec | 200 x 200 | 200 x 200 | 200 x 200 | |
| Certification | Safety | 60065, 62368-1 | 60065, 62368-1 | 60065, 62368-1 | | |
| | EMC | Class B | Class B | Class B | | |

| Model | | BE43A-H | BE50A-H | BE55A-H | BE65A-H | BE75A-H | |
|------------------------|-----------------------------------|--------------------------------|---|---|---|---|---|
| Accessory | Included | | Remote Control, Batteries, User Manual, Power Cable | Remote Control, Batteries, User Manual, Power Cable | Remote Control, Batteries, User Manual, Power Cable | Remote Control, Batteries, User Manual, Power Cable | Remote Control, Batteries, User Manual, Power Cable |
| | Optional | Stand | Yes | Yes | Yes | Yes | Yes |
| | | Mount | N/A | N/A | N/A | N/A | N/A |
| | | Specialty | N/A | N/A | N/A | N/A | N/A |
| | Media Player | USB M / player | USB M / player | USB M / player | USB M / player | USB M / player | |
| Video | Picture Engine | | Crystal Processor 4K | Crystal Processor 4K | Crystal Processor 4K | Crystal Processor 4K | Crystal Processor 4K |
| | HDR10+ | | Yes | Yes | Yes | Yes | Yes |
| Audio | Dolby Digital Plus | | Yes | Yes | Yes | Yes | Yes |
| | Sound Output (RMS) | | 20W | 20W | 20W | 20W | 20W |
| | Speaker Type | | 2CH (10W+10W) | 2CH (10W+10W) | 2CH (10W+10W) | 2CH (10W+10W) | 2CH (10W+10W) |
| | Woofer | | N/A | N/A | N/A | N/A | N/A |
| | Bluetooth Audio | | Yes | Yes | Yes | Yes | Yes |
| Broadcasting System | Digital Broadcasting | | DVB-T2CS2 | DVB-T2CS2 | DVB-T2CS2 | DVB-T2CS2 | DVB-T2CS2 |
| | DTV Sound System | | Dolby | Dolby | Dolby | Dolby | Dolby |
| | Analog Tuner | | Yes | Yes | Yes | Yes | Yes |
| | CI (Common Interface) | | CI+1.4 | CI+1.4 | CI+1.4 | CI+1.4 | CI+1.4 |
| Smart Service | Smart TV Type | | Smart | Smart | Smart | Smart | Smart |
| | Operating System | | Tizen™ | Tizen™ | Tizen™ | Tizen™ | Tizen™ |
| | Supported | | Samsung businessTV, Web browser, Youtube | Samsung businessTV, Web browser, Youtube | Samsung businessTV, Web browser, Youtube | Samsung businessTV, Web browser, Youtube | Samsung businessTV, Web browser, Youtube |
| Feature | Orientation | | Landscape | Landscape | Landscape | Landscape | Landscape |
| | General | Adaptive Sound | Adaptive Sound | Adaptive Sound | Adaptive Sound | Adaptive Sound | |
| | | Instant On | Yes | Yes | Yes | Yes | Yes |
| | | Game Mode | Yes | Yes | Yes | Yes | Yes |
| | Smart | Mobile to TV - Mirroring, DLNA | Yes | Yes | Yes | Yes | Yes |
| | | Remote Access (PC on TV) | Yes | Yes | Yes | Yes | Yes |
| | | Easy Setup | No | No | No | No | No |
| | | Wired TV On - Samsung WOL | Yes | Yes | Yes | Yes | Yes |
| | | WiFi Direct | Yes | Yes | Yes | Yes | Yes |
| | | TV Sound to Mobile | Yes | Yes | Yes | Yes | Yes |
| Sound Mirroring | | Yes | Yes | Yes | Yes | Yes | |
| Remote Control | | Simple IR | Simple IR | Simple IR | Simple IR | Simple IR | |
| Business TV Special | BizTV App (Android, iOS) | | Yes | Yes | Yes | Yes | Yes |
| | On / Off timer | | Yes | Yes | Yes | Yes | Yes |
| | Autorun Signage (App auto launch) | | Yes | Yes | Yes | Yes | Yes |
| | App Pre-installation | | Yes | Yes | Yes | Yes | Yes |
| | OTN On / Off | | Yes | Yes | Yes | Yes | Yes |
| | Security Lock | Panel Button Lock | Yes | Yes | Yes | Yes | Yes |
| | | USB Port Lock | Yes | Yes | Yes | Yes | Yes |
| Mobile Connection Menu | | Yes | Yes | Yes | Yes | Yes | |

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

Business TV

For more information about Samsung Business TV, visit www.samsung.com/business or www.samsung.com/displaysolutions

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