

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 Niiio partnership

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

*Additional subscription for Niiio.Art is required. Please refer to Niiio'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)						
Size		43	50	55	65	75	85						
Panel	Type	50Hz E-LED BLU GO/KR/XP/ZX/ZL/PE : 60Hz E-LED BLU			50Hz E-LED BLU GO/KR/XP/ZX/ZL/PE : 60Hz E-LED BLU								
	Resolution Brightness (Typ.) Response Time(G-to-G) Color Gamut Operation Hour Screen Curvature				3,840 x 2,160 300nit 8ms 98% (sRGB) 16/7 N/A, Flat N/A HDMI x 3 N/A USB x1								
	INPUT				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: 1 Terrestrial / 1 Cable / 1 Satellite NZ: 1 Terrestrial / 0 Cable / 1 Satellite					
	OUTPUT				N/A N/A N/A R45 N/A								
Connectivity	External Control				N/A								
	External Sensor				N/A								
	Wireless	WiFi 5, Bluetooth 5.3 XL: WiFi 5, Bluetooth 5.2			WiFi 5, Bluetooth 5.3 ZD/XL: WiFi 5, Bluetooth 5.2								
Design	Bezel Type				3 Bezel-less BLACK								
	Color				BLACK (GO/XY) / TITAN GRAY								
	Stand Type Swivel (Left/Right) Type	BASIC FEET, CI/ZB: FLAT FEET, XL: N/A			BASIC FEET, CI/ZB/ZD/XL: FLAT FEET N/A Internal								
Power	Power Supply	GO/ZC: AC110-120V 50/60Hz EN/XU/KR/XX/XY/NZ/ZB/XL: AC220-240V 50/60Hz XD/XS/XM/XX/ZL/CI/XP/PE: AC100-240V 50/60Hz ZK: AC110-127V 50/60Hz		GO/ZC: AC110-120V 50/60Hz EN/XU/KR/XX/XY/NZ/ZB/XL: AC220-240V 50/60Hz XD/XS/XM/XX/ZL/CI/XP/PE: AC100-240V 50/60Hz ZK: AC110-127V 50/60Hz		GO/ZC: AC110-120V 50/60Hz EN/XU/KR/XX/XY/NZ/ZB/XL: AC220-240V 50/60Hz XD/XS/XM/XX/ZL/CI/XP/PE: AC100-240V 50/60Hz ZK: AC110-127V 50/60Hz		GO/ZC: AC110-120V 50/60Hz EN/XU/KR/XX/XY/NZ/ZB/XL: AC220-240V 50/60Hz XD/XS/XM/XX/ZL/CI/XP/PE: AC100-240V 50/60Hz ZK: AC110-127V 50/60Hz					
	Max	ZL/CI/PE/XX/XD/XS/XM/XP: 115 KR/NZ/XY/ZB/EN/XU/XX/XL: 110 GO/ZC/ZK: 100		ZL/CI/PE/XX/XD/XS/XM/XP/ZD: 125 KR/NZ/XY/ZB/EN/XU/XX/XL: 120 GO/ZC/ZK: 110		ZL/CI/PE/XX/XD/XS/XM/XP/ZD: 130 KR/NZ/XY/ZB/EN/XU/XX/XL: 125 GO/ZC/ZK: 120		ZL/CI/PE/XX/XD/XS/XM/XP: 230 KR/NZ/XY/ZB/EN/XU/XX/XL: 220 GO/ZC/ZK: 215 ZD: 180					
	Energy Saving Mode (W) Stand-by (W)					N/A 0.5							
Mechanical	Typical	GO/ZC: 85, XD/NZ/XY: 68 XV: 67.2, EN: 79, CI/XP: 67 XL: 65, XU: 52, KR: 50.6 XK: 46.689		GO/ZC: 89, XV: 71.2 EN: 109, CI: 77 XD/NZ/XY/XP/XL: 71 XU: 69, KR: 59.5, XK: 48.74		GO/ZC: 97, XV: 79.3 EN: 52, CI: 86, KR: 65 XD/NZ/XY/XP/XU: 79 XK: 50.264, XL: 62		GO/ZC: 139, XV: 113.5 EN: 69, CI: 110, KR: 77.3 XD/NZ/XY: 113, XU: 109 XK: 64.142, XL: 110 XK: 77.91, XL: 133		GO/ZC: 165, XV: 136.2 EN: 138, CI: 143, KR: 88.5 NZ/XY: 136, XU: 138 XK: 77.91, XL: 133		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	
		Set without Stand	PE/ZB/ZL/ZK: N/A 957.8 x 558.8 x 76.3 mm / 37.7 x 22.3 x 3.0 in.		PE/ZB/ZL/ZK: N/A 1,110.8 x 645.8 x 76.4 mm / 43.7 x 25.3 x 3.0 in.		PE/ZB/ZL/ZK: N/A 1,224.6 x 707.8 x 76.6 mm / 48.2 x 27.9 x 3.0 in.		PE/XD/ZB/ZL/ZX/XP/ZD: N/A 1,444.1 x 831.2 x 76.8 mm / 56.9 x 32.7 x 3.0 in.		PE/XD/ZB/ZL/ZX/XP/ZD: N/A 1,668.1 x 957.8 x 77 mm / 65.7 x 37.7 x 3.0 in.		1,889.9 x 1,083.5 x 77 mm / 74.4 x 42.7 x 3.0 in.
	Set with Stand	XL: 967.5 x 561.4 x 59.7 mm / 38 x 22.1 x 2.4 in.		XL/ZD: 1,120.3 x 647.0 x 60.0 mm / 44.1 x 25.3 x 2.4 in.		XL/ZD: 1,234.1 x 710.8 x 60.3 mm / 48.6 x 28 x 2.4 in.		XL/ZD: 1,452.9 x 834.0 x 60.6 mm / 57.2 x 32.8 x 2.4 in.		ZD: 1,677.5 x 962.4 x 61.1 mm / 66 x 37.9 x 2.4 in.		ZD: 1,901.2 x 1,088.4 x 61.4 mm / 74.9 x 42.9 x 2.4 in.	
	Package	1,065 x 635 x 118 mm / 42 x 25 x 4.6 in. XL: 1,097 x 650 x 123 mm / 43.2 x 25.6 x 4.8 in.		XL: 1,255 x 765 x 127 mm / 49.4 x 30.1 x 5 in. ZD: 1,248 x 760 x 154 mm / 49.1 x 30 x 6.1 in.		XL: 1,369 x 819 x 127 mm / 53.3 x 31.9 x 5 in. ZD: 1,386 x 828 x 158 mm / 54.6 x 32.6 x 6.2 in.		XL: 1,578 x 930 x 142 mm / 62.1 x 36.6 x 5.6 in. ZD: 1,590 x 932 x 148 mm / 62.6 x 36.7 x 5.8 in.		1,820 x 1,100 x 164 mm / 71.7 x 43.3 x 6.5 in. ZD: 1,832 x 1,110 x 186 mm / 72.1 x 43.7 x 7.3 in.		2,075 x 1,200 x 171 mm / 81.7 x 47.2 x 6.7 in. ZD: 2,075 x 1,200 x 171 mm / 81.7 x 47.2 x 6.7 in.	
	Weight (kg / lbs.)	Set without Stand 6.4 kg / 14.1 lbs. 6.8 kg / 15 lbs.		Set without Stand 8.3 kg / 18.3 lbs. 9.1 kg / 20.1 lbs.		Set without Stand 10.7 kg / 23.6 lbs. 11.1 kg / 24.5 lbs.		Set without Stand 14.2 kg / 31.3 lbs. 15.9 kg / 35.1 lbs.		Set without Stand 22.4 kg / 49.4 lbs. 25.3 kg / 55.8 lbs.		Set without Stand 28.7 kg / 63.3 lbs. 32.5 kg / 71.7 lbs.	
	Set with Stand	XL: N/A 9.0 kg / 19.8 lbs.		ZD/XL: 9.1 kg / 20.1 lbs. 12.0 kg / 26.5 lbs.		ZD/XL: 9.5 kg / 21 lbs. 14.4 kg / 31.7 lbs.		XL/ZD: 16.4 kg / 36.2 lbs. 21.0 kg / 46.3 lbs.		ZD: 26.0 kg / 57.3 lbs. 31.0 kg / 68.3 lbs.		ZD: 35.4 kg / 78.1 lbs. 40.7 kg / 89.7 lbs.	
Bezel Width w/ BM (mm, U/D/L/R)	XL: 99 kg / 21.8 lbs. 8.3/17.9/8.3/8.3		ZD/XL: 13.8 kg / 30.4 lbs. 7.5/16.7/7.5/7.5		XP/ZB/ZD/XL/XK: 15.9 kg / 35.1 lbs. 7.5/16.7/7.5/7.5		XL/ZD: 23.0 kg / 50.7 lbs. 18/16.8/18/18		ZD: 34.5 kg / 76.1 lbs. 9.0/18.5/9.0/9.0		ZD: 45.5 kg / 100.3 lbs. 9.0/18.5/9.0/9.0		
Black Matrix Size (mm, U/D/L/R)	XL: 116/14.3/11.6/11.6 5.9/1.6/6.0/6.0		XL/ZD: 10.7/13.6/10.7/10.7		XL/ZD: 10.7/13.6/10.7/10.7 5.0/1.6/5.0/5.0		XL/ZD: 10.7/13.6/10.7/10.7		ZD: 12.1/15.8/12.1/12.1 6.2/1.8/6.2/6.2		ZD: 13.1/16.1/13.1/13.1 6.0/1.6/6.0/6.0		
VESA	Screw Size Screw Depth VESA Spec	23-25, XL: 19-21		200 x 200		23-25, XL/ZD: 19-21		200 x 200		400 x 300		10-12, ZD: 19-21 400 x 300	
Certification	Safety EMC			200 x 200		23-25, XL/ZD: 19-21		60065, 62368-1 Class B		200 x 200		10-12, ZD: 19-21 400 x 300	
Accessory	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 Sound Output (RMS) Speaker Type Audio Pre-selection Descriptor Bluetooth Audio	XY: DVB-T(T2 Ready) GO/ZC: ATSC/ClearQAM XD/XS/XM/XY: DVB-T2(VN: DVB-T2C) NZ: DVB-TS2(T2 Ready) ZK: ATSC, ZB/XP/PE: ISDB-T ZL: DVB-T2, XU: DVB-T2C KR: ATSC 3.0, XK: DTMB EN/CI/XL: DVB-T2CS2		XY: DVB-T(T2 Ready) EN: 52, CI: 86, KR: 65 XD/NZ/XY/XP/XU: 79 XK: 50.264, XL: 62 PE/ZB/ZL/ZK: N/A 1,224.6 x 707.8 x 76.6 mm / 48.2 x 27.9 x 3.0 in.		Crystal processor 4K Support MST12ch OST Lite Yes 20W 2CH (10W+10W) N/A Yes		XY: DVB-T(T2 Ready) GO/ZC: ATSC/ClearQAM XD/XS/XM/XY: DVB-T2(VN: DVB-T2C) NZ: DVB-TS2(T2 Ready), ZK: ATSC ZB/XP/PE/ZD: ISDB-T ZL: DVB-T2, XU: DVB-T2C KR: ATSC 3.0, XK: DTMB EN/CI/XL: DVB-T2CS2 Dolby Yes		XY: DVB-T(T2 Ready) GO/ZC: ATSC/ClearQAM XD/XS/XM/XY: DVB-T2(VN: DVB-T2C) NZ: DVB-TS2(T2 Ready), ZK: ATSC ZB/XP/PE/ZD: ISDB-T ZL: DVB-T2, XU: DVB-T2C KR: ATSC 3.0, EN/XL: DVB-T2CS2		XY: DVB-T(T2 Ready) GO/ZC: ATSC/ClearQAM XD/XS/XM/XY: DVB-T2(VN: DVB-T2C) NZ: DVB-TS2(T2 Ready), ZK: ATSC ZB/XP/PE/ZD: ISDB-T ZL: DVB-T2, XU: DVB-T2C KR: ATSC 3.0, EN/XL: DVB-T2CS2	
Smart Service	Supported	SmartThings Pro S.E Asia, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/CI/ETC: VXT Player, Sam- sungbusinessTV, Youtube, PlayLock, Web browser		SmartThings Pro S.E Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/CI/ETC: VXT Player, Sam- sungbusinessTV, Youtube, PlayLock, Web browser		SmartThings Pro S.E Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/CI/ETC: VXT Player, Sam- sungbusinessTV, Youtube, PlayLock, Web browser		SmartThings Pro S.E Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/CI/ETC: VXT Player, Sam- sungbusinessTV, Youtube, PlayLock, Web browser		SmartThings Pro S.E Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/CI/ETC: VXT Player, Sam- sungbusinessTV, Youtube, PlayLock, Web browser		SmartThings Pro S.E Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/CI/ETC: VXT Player, Sam- sungbusinessTV, Youtube, PlayLock, Web browser	
Feature	General				Landscape Yes								
	Smart				Mobile to TV, Sound Mirroring, Wireless TV On Yes								
Accessibility	Low Vision Support	Audio Description, Zoom Menu and Text, High Contrast, SeeColors, Color Inversion, Grayscale, Auto Picture Off			Audio Description, Zoom Menu and Text, High Contrast, SeeColors, Color Inversion, Grayscale, Picture Off								
	Hearing Impaired Support Motor Impaired Support				Closed Caption (Subtitle), Multi-output Audio, Sign Language Zoom Slow Button Repeat, Remote Control App. for All								
Business TV Special	Remote Control	Simple IR (XY/XV: SolarCell BT) S.E Asia, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes		Simple IR (ZD/XY/XV: SolarCell BT) S.E Asia, Brazil, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes		Simple IR (ZD/XY/XV: SolarCell BT) S.E Asia, Brazil, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes		Simple IR (ZD/XY/XV: SolarCell BT) S.E Asia, Brazil, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes		S.E Asia, Brazil, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes		S.E Asia, Brazil, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes	
	WXT CMS PlayLock												
	BizTV App (Android, iOS) On/Off timer	S.E Asia, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes											
	Autoron Signage(App auto launch) App pre-installation OTN On/Off	S.E Asia, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes											
Security Lock	Panel button lock USB port lock	S.E Asia, Argentina, Mexico: No GO/KR/EN/CI/ETC: Yes											
	Mobile Connection menu												

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