

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										
	Response Time(G-to-G)				300ms										
Connectivity	Color Gamut				98% (sRGB)										
	Operation Hour				16/7										
	Screen Curvature				N/A, Flat										
	INPUT	RGB			N/A										
		VIDEO			HDMI x 3										
AUDIO				USB x1											
Design	RF				1 Terrestrial / 1 Cable / 0 Satellite		1 Terrestrial / 1 Cable / 0 Satellite								
					EN/XU/CI : 1 Terrestrial / 1 Cable / 1 Satellite		EN/XU : 1 Terrestrial / 1 Cable / 1 Satellite								
					NZ : 1 Terrestrial / 0 Cable / 1 Satellite		NZ : 1 Terrestrial / 0 Cable / 1 Satellite								
	OUTPUT	RGB			N/A										
		VIDEO			N/A										
AUDIO				N/A											
Power Out				N/A											
External Control				R45											
External Sensor				N/A											
Wireless		WiFi 5, Bluetooth 5.3 XL : WiFi 5, Bluetooth 5.2				WiFi 5, Bluetooth 5.3 ZD : WiFi 5, Bluetooth 5.2									
Power	Bezel Type				3 Bezel-less BLACK										
	Color	Front Stand			BLACK (GO/XY : TITAN GRAY)										
		Stand Type	BASIC FEET, CI/ZB : FLAT FEET, XL : N/A		BASIC FEET, CI/ZB/ZD/XL : FLAT FEET										
	Swivel (Left/Right)				N/A										
	Type				Internal										
Mechanical	Power Supply		GO/ZC : AC110-120V 50/60Hz EN/XU/KR/XX/XY/NZ/ZB/XL : AC220-240V 50/60Hz XD/XS/XM/XY/ZL/CI/XP/PE : AC100-240V 50/60Hz ZX : 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/XY/ZL/CI/XP/PE : AC100-240V 50/60Hz ZX : AC110-127V 50/60Hz		GO/ZC : AC110-120V 50/60Hz EN/XU/KR/XY/NZ/ZB/XL : AC220-240V 50/60Hz XD/XS/XM/XY/ZL/ZD/XP/PE : AC100-240V 50/60Hz ZX : AC110-127V 50/60Hz								
	Dimension (mm / in.)	Max	ZL/CI/PE/XY/XD/XS/XM/XP : 115 KR/NZ/XY/ZB/EN/XU/XX/XL : 110 GO/ZC/ZX : 100	ZL/CI/PE/XY/XD/XS/XM/XP/ZD : 125 KR/NZ/XY/ZB/EN/XU/XX/XL : 120 GO/ZC/ZX : 110	ZL/CI/PE/XY/XD/XS/XM/XP/ZD : 130 KR/NZ/XY/ZB/EN/XU/XX/XL : 125 GO/ZC/ZX : 120	ZL/CI/PE/XY/XD/XS/XM/XP : 175 KR/NZ/XY/ZB/EN/XU/XX/XL : ZD : 170 XL : 165 GO/ZC/ZX : 160	ZL/CI/PE/XY/XD/XS/XM/XP : 230 KR/NZ/XY/ZB/EN/XU/XX/XL : ZD : 220 GO/ZC/ZX : 215 ZD : 180	ZL/CI/PE/XY/XD/XS/XM/XP : 280 KR/NZ/XY/ZB/EN/XU/XX/XL : ZD : 270 GO/ZC/ZX : 260 ZD : 230							
		Energy Saving Mode (W)			N/A 0.5										
		Typical	GO/ZC : 85, XD/NZ/XY : 68 XV : 67.2, EN : 79, CI/XP : 67 XL : 65, XU : 52, KR : 50.6 XX : 46.689 PE/ZB/ZL/ZX : N/A 957.8 x 558.8 x 76.3 mm / 37.7 x 22 x 3 in. XL : 967.5 x 561.4 x 59.7 mm / 38 x 22.1 x 2.4 in.		GO/ZC : 89, XV : 71.2 EN : 109, CI : 77 XD/NZ/XY/XP/XL : 71 XU : 69, KR : 59.5, XX : 48.74 PE/ZB/ZL/ZX/ZD : N/A 1,110.8 x 643.8 x 76.4 mm / 43.7 x 25.3 x 3 in. XL/ZD : 1,120.3 x 647.0 x 60.0 mm / 44.1 x 25.5 x 2.4 in.		GO/ZC : 97, XV : 79.3 EN : 52, CI : 86, KR : 65 XD/NZ/XY/XP/XU : 79 XX : 50.264, XL : 62 PE/ZB/ZL/ZX/ZD : N/A 1,224.6 x 707.8 x 76.6 mm / 48.2 x 27.9 x 3 in. XL/ZD : 1,234.1 x 710.8 x 60.3 mm / 48.6 x 28 x 2.4 in.		GO/ZC : 139, XV : 113.5 EN : 69, CI : 110, KR : 77.3 XD/NZ/XY : 113, XU : 109 XX : 64.142, XL : 110 PE/ZB/ZL/ZX/XP/ZD : N/A 1,444.1 x 831.2 x 76.8 mm / 56.9 x 32.7 x 3 in. XL/ZD : 1,452.9 x 834.0 x 60.6 mm / 57.2 x 32.8 x 2.4 in.		GO/ZC : 165, XV : 136.2 EN : 138, CI : 143, KR : 88.5 NZ/XY : 136, XU : 138 XX : 77.91, XL : 133 PE/XD/ZB/ZL/ZX/XP/ZD : N/A 1,668.1 x 957.8 x 77 mm / 66 x 37.9 x 2.4 in.		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 1,889.9 x 1,083.5 x 77 mm / 74.4 x 42.7 x 3 in.		
	Package	Set without Stand	957.8 x 609 x 157 mm / 37.7 x 24 x 6.2 in. XL : N/A		1,110.8 x 695.1 x 199 mm / 43.7 x 27.4 x 7.8 in. XL/ZD : 1,120.3 x 694.0 x 237.0 mm / 44.1 x 27.3 x 9.3 in.		1,224.6 x 759.1 x 199 mm / 48.2 x 29.9 x 7.8 in. XL/ZD : 1,234.1 x 758.0 x 237.0 mm / 48.6 x 29.8 x 9.3 in.		1,444.1 x 882.2 x 222 mm / 56.9 x 34.7 x 8.7 in. XL/ZD : 1,452.9 x 879.5 x 267.4 mm / 57.2 x 34.6 x 10.5 in.		1,668.1 x 1,005.9 x 280 mm / 66 x 39.6 x 11.1 in. ZD : 1,677.5 x 1,006.3 x 325.0 mm / 66 x 39.6 x 12.8 in.		1,889.9 x 1,132.8 x 326 mm / 74.4 x 44.6 x 12.8 in. ZD : 1,901.2 x 1,132.3 x 359.0 mm / 74.9 x 44.6 x 14.1 in.		
Set with Stand		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 : 1,120.3 x 694.0 x 237.0 mm / 44.1 x 27.3 x 9.3 in.		XL : 1,234.1 x 758.0 x 237.0 mm / 48.6 x 29.8 x 9.3 in.		XL : 1,452.9 x 879.5 x 267.4 mm / 57.2 x 34.6 x 10.5 in.		ZD : 1,677.5 x 1,006.3 x 325.0 mm / 66 x 39.6 x 12.8 in.		ZD : 1,901.2 x 1,132.3 x 359.0 mm / 74.9 x 44.6 x 14.1 in.			
Certification	Weight (kg / lbs.)	Set without Stand	6.4 kg / 14.1 lbs. XL : 6.8 kg / 15 lbs. 6.6 kg / 14.6 lbs.		ZD/XL : 9.1 kg / 20.1 lbs. 8.6 kg / 18.3 lbs.		XP/ZB/ZD/XL/XX : 10.7 kg / 23.6 lbs. 9.9 kg / 21.2 lbs.		XL/ZD : 15.9 kg / 35.1 lbs. 14.5 kg / 32 lbs.		ZD : 25.3 kg / 55.8 lbs. 22.8 kg / 50.3 lbs.		ZD : 32.5 kg / 71.7 lbs. 29.2 kg / 64.4 lbs.		
		Set with Stand	XL : N/A 9.0 kg / 19.8 lbs. XL : 9.9 kg / 21.8 lbs. 8.3/17.9/8.3/8.3		ZD/XL : 9.5 kg / 21 lbs. 12.0 kg / 26.5 lbs.		XP/ZB/ZD/XL/XX : 11.1 kg / 24.5 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 : 33.4 kg / 73.6 lbs. 40.7 kg / 89.7 lbs.		
		Package	XL : N/A 9.0 kg / 19.8 lbs. XL : 9.9 kg / 21.8 lbs. 8.3/17.9/8.3/8.3		ZD/XL : 9.5 kg / 21 lbs. 12.0 kg / 26.5 lbs.		XP/ZB/ZD/XL/XX : 11.1 kg / 24.5 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 : 33.4 kg / 73.6 lbs. 40.7 kg / 89.7 lbs.		
	Bezel Width w/ BM (mm, U/D/L/R)	XL : 11.6/14.3/11.6/11.6 5.9/1.6/6.0/6.0 XL : 5.9/1.2/5.9/5.9		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		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	
	Block Matrix Size (mm, U/D/L/R)	XL : 5.9/1.2/5.9/5.9		XL/ZD : 5.0/0.5/5.0/5.0		XL/ZD : 5.0/0.5/5.0/5.0		XL/ZD : 5.0/0.5/5.0/5.0		XL/ZD : 5.0/0.5/5.0/5.0		XL/ZD : 5.0/0.5/5.0/5.0		XL/ZD : 5.0/0.5/5.0/5.0	
Accessory	VESA	Screw Size	23-25, XL : 19-21		23-25, XL/ZD : 19-21		M8		200 x 200, XL/ZD : 400 x 300		400*300, ZD : 400 x 400		400 x 300, ZD : 600 x 400		
		Screw Depth													
		VESA Spec													
	Safety EMC														
	Remote Control, Batteries, User Manual, Power Cable (XY/XYV : Batteries N/A)														
Audio	Included														
	Picture Engine	HDR10+													
		Dolby Decoder													
		Object Tracking Sound													
		Q-Symphony													
Broadcasting System	Sound Output (RMS)	Speaker Type													
		Audio Pre-selection Descriptor													
		Bluetooth Audio													
	Digital Broadcasting	XY : DVB-T (T2 Ready) GO/ZC : ATSC/ClearQAM XD/XS/XM/XY : DVB-T2 (VN : DVB-T2C) NZ : DVB-TS2 (T2 Ready) ZX : 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) GO/ZC : ATSC/ClearQAM XD/XS/XM/XY : DVB-T2 (VN : DVB-T2C) NZ : DVB-TS2 (T2 Ready), ZX : ATSC ZB/XP/PE/ZD : ISDB-T ZL : DVB-T2, XU : DVB-T2C KR : ATSC 3.0, XK : DTMB EN/CI/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), ZX : ATSC ZB/XP/PE/ZD : ISDB-T ZL : DVB-T2, XU : DVB-T2C KR : ATSC 3.0, XK : DTMB EN/CI/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), ZX : ATSC ZB/XP/PE/ZD : ISDB-T ZL : DVB-T2, XU : DVB-T2C KR : ATSC 3.0, XK : DTMB EN/CI/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), ZX : ATSC ZB/XP/PE/ZD : ISDB-T ZL : DVB-T2, XU : DVB-T2C KR : ATSC 3.0, XK : DTMB EN/CI/XL : DVB-T2CS2					
	DTV Sound System														
Analog Tuner															
CI (Common Interface)															
Operating System															
Smart Service	Supported	SmartThings Pro													
		S.E Asia, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc.													
		GO/KR/EN/CI/ETC : VXT Player, SamsungbusinessTV, Youtube, PlayLock, Web browser													
	Orientation														
	General Smart	MBR Support Multi Device Experience Workspace													
Accessibility	Low Vision Support	Audio Description, Zoom Menu and Text, High Contrast, SeeColors, Color Inversion, Grayscale, Auto Picture Off													
		Hearing Impaired Support													
		Motor Impaired Support													
	Remote Control	Simple IR (XY/XYV : SolarCell BT) S.E Asia, Argentina, Mexico : No GO/KR/EN/CI/ETC : Yes													
	BiZiTV App (Android, iOS)	S.E Asia, Argentina, Mexico : No GO/KR/EN/CI/ETC : Yes													
On/Off timer															
Autotuner Signage(App auto launch)															
App pre-installation															
OTN On/Off															
Panel button lock															
USB port lock															
Mobile Connection menu															