

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		3,840 x 2,160								
	Response Time(G-to-G)				300nit		300nit								
	Color Gamut				8ms		8ms								
Connectivity	Operation Hour				98% (sRGB)		98% (sRGB)								
	Screen Curvature				16/7		16/7								
	RGB VIDEO AUDIO				N/A, Flat		N/A, Flat								
	AUDIO				HDMI x 3		HDMI x 3								
	USB				USB x1		USB x1								
	RF				1 Terrestrial / 1 Cable / 0 Satellite		1 Terrestrial / 1 Cable / 0 Satellite								
Design	OUTPUT				EN/XU/CI : 1 Terrestrial / 1 Cable / 1 Satellite		EN/XU : 1 Terrestrial / 1 Cable / 1 Satellite								
	Power Out				NZ : 1 Terrestrial / 0 Cable / 1 Satellite		NZ : 1 Terrestrial / 0 Cable / 1 Satellite								
	External Control				N/A		N/A								
	External Sensor				N/A		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		WiFi 5, Bluetooth 5.3 ZD : WiFi 5, Bluetooth 5.2								
	Bezel Type				3 Bezel-less BLACK		3 Bezel-less BLACK								
Power	Color				BLACK (GO/XY : TITAN GRAY)		BLACK (GO/XY : TITAN GRAY)								
	Stand Type		BASIC FEET, CI/ZB : FLAT FEET, XL : N/A		BASIC FEET, CI/ZB/ZD/XL : FLAT FEET		BASIC FEET, CI/ZB/ZD/XL : FLAT FEET								
	Swivel (Left/Right)				N/A		N/A								
	Type				Internal		Internal								
	Power Supply		GO/ZC : AC110-120V 50/60Hz EN/XU/KR/XX/XY/NZ/ZB/XL : AC220-240V 50/60Hz XD/XS/XM/XV/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/XV/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/XV/ZL/CI/XP/PE : AC100-240V 50/60Hz ZX : AC110-127V 50/60Hz								
	Max		ZL/CI/PE/XV/XD/XS/XM/XP : 115 KR/NZ/XY/ZB/EN/XU/XX/XL : 110 GO/ZC/ZX : 100		ZL/CI/PE/XV/XD/XS/XM/XP/ZD : 125 KR/NZ/XY/ZB/EN/XU/XX/XL : 120 GO/ZC/ZX : 110		ZL/CI/PE/XV/XD/XS/XM/XP : 175 KR/NZ/XY/ZB/EN/XU/XX/XL/ZD : 170 XL : 165 GO/ZC/ZX : 160								
Mechanical	Energy Saving Mode (W)				N/A		N/A								
	Typical				0.5		0.5								
	Set without Stand		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 PE/ZB/ZL/ZX : N/A 957.8 x 558.8 x 76.3 mm / 37.7 x 22.3 in.		GO/ZC : 89, XV : 71.2 EN : 109, CI : 77 XD/NZ/XY/XP/XL : 71 XU : 69, KR : 59.5, XK : 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.		GO/ZC : 97, XV : 79.3 EN : 52, CI : 86, KR : 65 XD/NZ/XY/XP/XU : 79 XK : 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.		GO/ZC : 139, XV : 113.5 EN : 69, CI : 110, KR : 77.3 XD/NZ/XY : 113, XU : 109 XK : 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.		GO/ZC : 165, XV : 136.2 EN : 138, CI : 143, KR : 88.5 NZ/XY : 136, XU : 138 XK : 77.91, XL : 133 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 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.		
	Set with Stand		957.8 x 609 x 157 mm / 37.7 x 24 x 6.2 in. XL : N/A		XL/ZD : 1,120.3 x 694.0 x 237.0 mm / 44.1 x 27.3 x 9.3 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 : 1,110.8 x 695.1 x 199 mm / 43.7 x 27.4 x 7.8 in.		XL : 1,224.6 x 759.1 x 199 mm / 48.2 x 29.9 x 7.8 in.		XL : 1,444.1 x 882.2 x 222 mm / 56.9 x 34.7 x 8.7 in.		ZD : 1,668.1 x 1,005.9 x 280 mm / 65.7 x 39.6 x 11 in.		ZD : 1,889.9 x 1,132.8 x 326 mm / 74.4 x 44.6 x 12.8 in.		
	Weight (kg / lbs.)		6.4 kg / 14.1 lbs. XL : 6.8 kg / 15 lbs. 6.6 kg / 14.6 lbs. XL : N/A 9.0 kg / 19.8 lbs. XL : 9.9 kg / 21.8 lbs. 8.3/17.9/8.3/8.3 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		ZD : 1,248 x 743 x 127 mm / 48.3 x 29.2 x 5 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 30.0 x 6.1 in. 8.3 kg / 18.3 lbs. ZD/XL : 9.1 kg / 20.1 lbs. 8.6 kg / 19 lbs. ZD/XL : 9.5 kg / 21 lbs. 12.0 kg / 26.5 lbs. ZD/XL : 13.8 kg / 30.4 lbs. 75/16.7/15/75 XL/ZD : 10.7/13.6/10.7/10.7		XL : 1,369 x 819 x 127 mm / 53.9 x 32.2 x 5 in. ZD : 1,386 x 828 x 158 mm / 54.6 x 32.6 x 6.2 in. 9.6 kg / 21.2 lbs. XP/ZB/ZD/XL/XK : 10.7 kg / 23.6 lbs. 9.9 kg / 22 lbs. XP/ZB/ZD/XL/XK : 11.1 kg / 24.5 lbs. 14.4 kg / 31.7 lbs. XP/ZB/ZD/XL/XK : 15.9 kg / 35.1 lbs. 75/16.7/15/75 XL/ZD : 10.7/13.6/10.7/10.7 5.0/1.6/5.0/5.0 XL/ZD : 5.0/0.5/5.0/5.0		ZL : 1,590 x 952 x 148 mm / 63.2 x 37.4 x 6.1 in. 14.2 kg / 31.3 lbs. XL/ZD : 15.9 kg / 35.1 lbs. 14.5 kg / 32 lbs. XP/ZD : 16.4 kg / 36.2 lbs. 21.0 kg / 46.3 lbs. XL/ZD : 23.0 kg / 50.7 lbs. 9.1/18.3/9.2/9.2 XL/ZD : 10.7/13.6/10.7/10.7 6.2/1.8/6.2/6.2 ZD : 6.0/1.3/6.0/6.0		ZL : 1,590 x 952 x 148 mm / 63.2 x 37.4 x 6.1 in. 14.2 kg / 31.3 lbs. XL/ZD : 15.9 kg / 35.1 lbs. 14.5 kg / 32 lbs. XP/ZD : 16.4 kg / 36.2 lbs. 21.0 kg / 46.3 lbs. XL/ZD : 23.0 kg / 50.7 lbs. 9.1/18.3/9.2/9.2 XL/ZD : 10.7/13.6/10.7/10.7 6.2/1.8/6.2/6.2 ZD : 6.0/1.3/6.0/6.0		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. 22.4 kg / 49.4 lbs. ZD : 25.3 kg / 55.8 lbs. 22.8 kg / 50.3 lbs. ZD : 26.0 kg / 57.3 lbs. 31.0 kg / 68.3 lbs. ZD : 34.5 kg / 76.1 lbs. 9.1/18.3/9.2/9.2 XL/ZD : 10.7/13.6/10.7/10.7 6.2/1.8/6.2/6.2 ZD : 6.0/1.3/6.0/6.0		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. 28.7 kg / 63.3 lbs. ZD : 32.5 kg / 71.7 lbs. 29.2 kg / 64.4 lbs. ZD : 33.4 kg / 73.6 lbs. 40.7 kg / 89.7 lbs. ZD : 45.5 kg / 100.3 lbs. 9.0/18.5/9.0/9.0 ZD : 13.1/16.1/13.1/13.1 6.0/1.6/6.0/6.0 ZD : 6.0/1.3/6.0/6.0
Certification	VESA		Screw Size Screw Depth VESA Spec		23-25, XL/ZD : 19-21		200 x 200, XL/ZD : 400 x 300		400*300, ZD : 400 x 400						
	Safety EMC				200 x 200		400*300, ZD : 400 x 400		400 x 300, ZD : 600 x 400						
					60065, 62368-1 Class B		10-12, ZD : 19-21		400 x 300, ZD : 600 x 400						
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+				Crystal processor 4K Support MS12 2ch OST Lite										
Audio	Dolby Decoder				Yes										
	Object Tracking Sound Q-Symphony				20W 2CH (10W+10W) N/A										
	Sound Output (RMS) Speaker Type Audio Pre-selection Descriptor Bluetooth Audio				Yes										
Broadcasting System	Digital Broadcasting		XY : DVB-T (T2 Ready) GO/ZC : ATSC/ClearQAM XD/XS/XM/XV : 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/XV : 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/XV : 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, EN/XL : DVB-T2CS2						
	DTV Sound System				Dolby Yes										
	Analog Tuner CI (Common Interface) Operating System				N/A, CI/EN/XU : CI+1(4) Tizen™ Smart TV				N/A, EN/XU : CI+1(4)						
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		SmartThings Pro S.E Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/CI/ETC : VXT Player, SamsungbusinessTV, Youtube, PlayLock, Web browser				SmartThings Pro S.E Asia, Brazil, Argentina, Mexico : SamsungbusinessTV, Netflix, Amazon Prime, Youtube, etc. GO/KR/EN/ETC : VXT Player, SamsungbusinessTV, Youtube, PlayLock, Web browser						
Feature	Orientation General Smart Workspace				Landscape Yes 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										
	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				S.E Asia, Brazil, Argentina, Mexico : No GO/KR/EN/ETC : Yes						
Business TV Special	BiZiTV App (Android, iOS) On/Off timer		S.E Asia, 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/ETC : Yes						
	Autorun Signage(App auto launch) App pre-installation OTN On/Off														
	Panel button lock USB port lock		S.E Asia, 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/ETC : Yes						
	Mobile Connection menu														