

SAMSUNG



Business TV

BEFX-H2

TV, redefined for business.

Built on the trusted performance of a consumer TV, the Business TV BEFX-H2 is optimised 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 customised 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 unauthorised users or outsiders from tampering with the screen. This minimises 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-H2 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 the 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-H2	BE50FX-H2	BE55FX-H2	BE65FX-H2	BE75FX-H2	BE85FX-H2
Panel	Size		1m 09cm	1m 27cm	1m 39cm	1m 65cm	1m 90cm	2m 15cm
	Resolution		3840 x 2160					
	Brightness (Typ.)		400nit					
	Response Time (G-to-G)		8ms					
	Colour Gamut		98% (sRGB)					
	Operation Hour		16/7					
	Screen Curvature		Flat					
Connectivity	Input	Video	HDMI x 3					
		USB	USB x 1					
		RF	1 Terrestrial / 1 Cable / 1 Satellite					
	External Control		RJ45					
	Wireless		Wi-Fi 5, Bluetooth 5.2					
Design	Bezel Type		3 Bezel-less					
	Colour	Front	Black					
Power	Type		Internal					
	Power Supply		AC220-240V 50/60Hz					
	Power Consumption	Max (W)	110	120	125	170	200	270
		Stand-by (W)	0.5					
		Typical (W)	65	71	79	110	133	142
Mechanical	Dimension (cm)	Set without Stand	96.75 x 56.14 x 5.97	112.03 x 64.7 x 6.0	123.41 x 71.08 x 6.03	145.29 x 83.40 x 6.06	66.81 x 95.78 x 7.7	188.99 x 108.35 x 7.7
		Set without Stand	6.8	9.1	10.7	15.9	22.4	28.7
		Package	9.9	13.8	15.9	23.0	31.0	40.7
	Bezel Width w/BM (mm, U/D/L/R)		1.16/1.43/1.16/1.16	1.07/1.36/1.07/1.07	1.07/1.36/1.07/1.07	1.07/1.36/1.07/1.07	0.91/1.81/0.92/0.92	0.9/1.85/0.9/0.9
	VESA Spec		200*200	200*200	200*200	400*300	400*300	400*300
Certification	Safety		60065, 62368-1	60065, 62368-1	60065, 62368-1	60065, 62368-1	60065, 62368-1	60065, 62368-1
	EMC		Class B	Class B	Class B	Class B	Class B	Class B
Accessory	Included		Remote Control, Batteries, User Manual, Power Cable					
	Media Player		USB M/player					
Video	Picture Engine		Crystal processor 4K					
	HDR10+		Support					
Audio	Sound Output (RMS)		20W					
	Speaker Type		2CH (10W+10W)					
	Bluetooth Audio		Yes					
Broadcasting System	Digital Broadcasting		DVB-T2CS2					
	DTV Sound System		Dolby					
	Analog Tuner		Yes					
Smart Service	Operating System		Tizen™ Smart TV					
	Supported		SmartThings Pro					
Feature	Smart	Multi Device Experience	Mobile to TV, Sound Mirroring, Wireless TV On					
		Workspace	Yes					
	Remote Control		Simple IR					
Business TV Special	VXT CMS		Yes					
	PlayLock		Yes					
	BizTV App (Android, iOS)		Yes					
	On/Off timer		Yes					
	Autorun Signage (App Auto Launch)		Yes					
	App Pre-installation		Yes					
	OTN On/Off		Yes					
	Security Lock	Panel Button Lock	Yes					
		USB Port Lock	Yes					
		Mobile Connection Menu	Yes					

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