

SAMSUNG

BEFX-H Series Business Pro TV

LH43BEFHLGFXGO / LH50BEFHLGFXGO
LH55BEFHLGFXGO / LH65BEFHLGFXGO
LH75BEFHLGFXGO / LH85BEFHLGFXGO

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Samsung proprietary and confidential



Product Guide

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Product Overview

BEFX-H Series Business Pro TV

LH43BEFHLGFXGO / LH50BEFHLGFXGO
LH55BEFHLGFXGO / LH65BEFHLGFXGO
LH75BEFHLGFXGO / LH85BEFHLGFXGO

BEFX-H

Product Overview

Product Titles

43" BEFX-H Series Business Pro TV
LH43BEFHLGFXGO

50" BEFX-H Series Business Pro TV
LH50BEFHLGFXGO

55" BEFX-H Series Business Pro TV
LH55BEFHLGFXGO

65" BEFX-H Series Business Pro TV
LH65BEFHLGFXGO

75" BEFX-H Series Business Pro TV
LH75BEFHLGFXGO

85" BEFX-H Series Business Pro TV
LH85BEFHLGFXGO

Paragraph

Samsung's BEFX-H Series Business Pro TV offers six different screen sizes ranging from 43"-85" to suit any business. The Samsung Business TV App effortlessly allows users to remotely manage, schedule, and display customized content. 4K UHD resolution creates sharp, ultra-realistic images. SmartThings Pro enhances convenience, safety, and energy efficiency. High Dynamic Range increases the ratio between light and dark providing an enormous spectrum of colors and visual detail. The sleek minimalistic 3 Side Bezel-less design blends easily into any business environment. Features a Play Lock to prevent unauthorized users or outsiders from tampering with the screen or content. Samsung VXT brings together content and remote device management capabilities. Digital Art Solutions are available through Nio Partnership.

Bullets

- Samsung's BEFX-H Series Business Pro TV in six screen sizes from 43"-85"
- Samsung Business TV App allows remote management of customized content
- 4K UHD resolution creates sharp, ultra-realistic images
- High Dynamic Range increases the ratio between light and dark
- Slim 3 Side Bezel-less design fits easily into any environment
- Play Lock for security
- Samsung VXT
- Nio Art Solutions

EasyAds Link – All Assets

<https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=BEFX-H%20Series>

Samsung Partner Portal

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2025_BEFX-H_OF_KV_PC

Carousel Image Order

LH43BEFHLGFXGO

[EasyAds Link - Product Images](#)

<https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=LH43BEFHLGFXGO%20Product%20Images>

[Samsung Partner Portal](#)

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BEFX-H_001_Front_Black



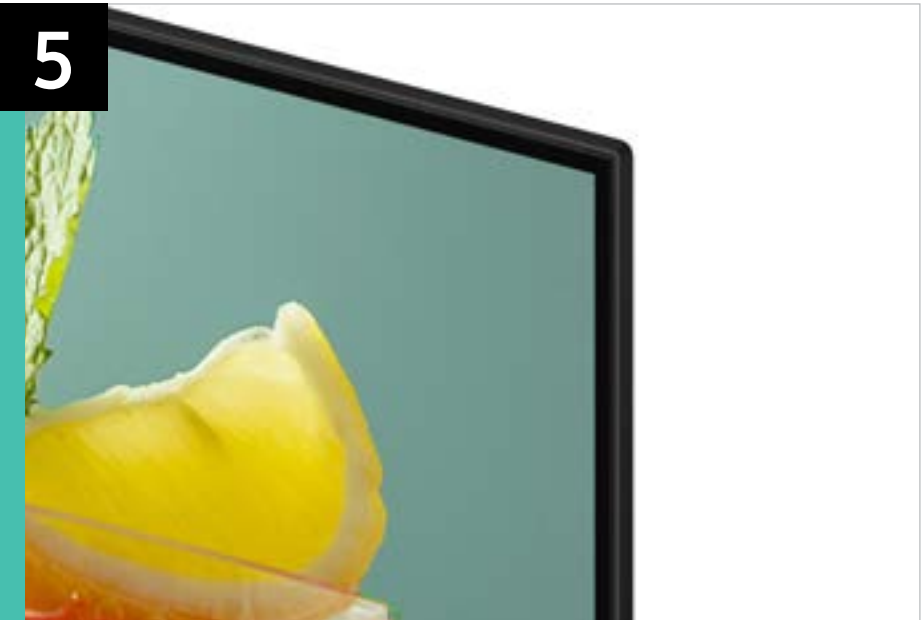
LH43BEFHLGFXGO_In_Screen_Specs



BEFX-H_002_R Perspective_Black



LH43BEFHLGFXGO_Dimensions



BEFX-H_005_Detail_Black



BEFX-H_004_L Side_Black

Note: More product images are available on EasyAds than what is shown above. Teal color bars are for aesthetic purposes only; not shown on uploaded images.

Carousel Image Order

LH50BEFHLGFXGO

[EasyAds Link - Product Images](#)

<https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=LH50BEFHLGFXGO%20Product%20Images>

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BEFX-H_001_Front_Black



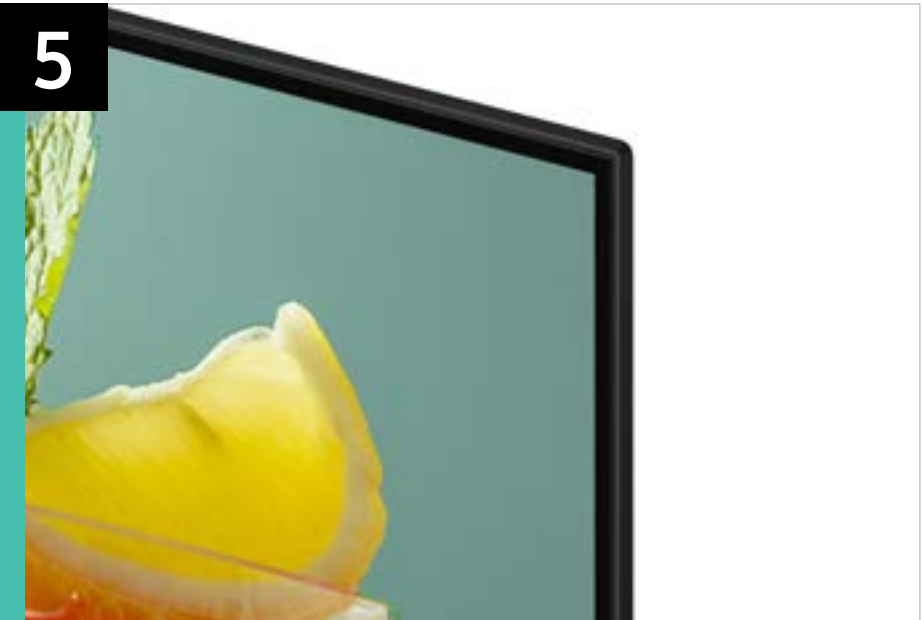
LH50BEFHLGFXGO_In_Screen_Specs



BEFX-H_002_R Perspective_Black



LH50BEFHLGFXGO_Dimensions



BEFX-H_005_Detail_Black



BEFX-H_004_L Side_Black

Note: More product images are available on EasyAds than what is shown above. Teal color bars are for aesthetic purposes only; not shown on uploaded images.

Carousel Image Order

LH55BEFHLGFXGO

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BEFX-H_001_Front_Black



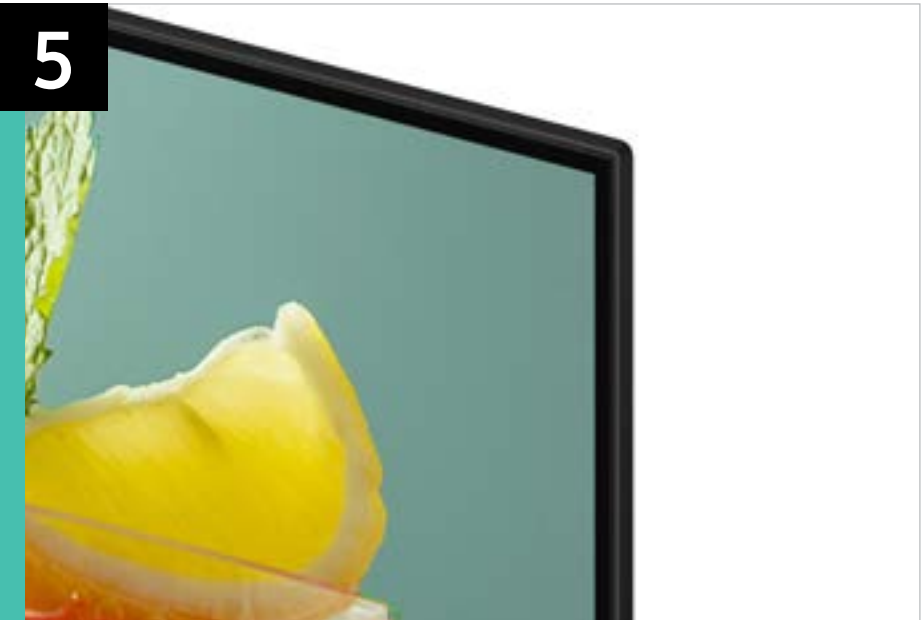
LH55BEFHLGFXGO_In_Screen_Specs



BEFX-H_002_R Perspective_Black



LH55BEFHLGFXGO_Dimensions



BEFX-H_005_Detail_Black



BEFX-H_004_L Side_Black

Note: More product images are available on EasyAds than what is shown above. Teal color bars are for aesthetic purposes only; not shown on uploaded images.

Carousel Image Order

LH65BEFHLGFXGO

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BEFX-H_001_Front_Black



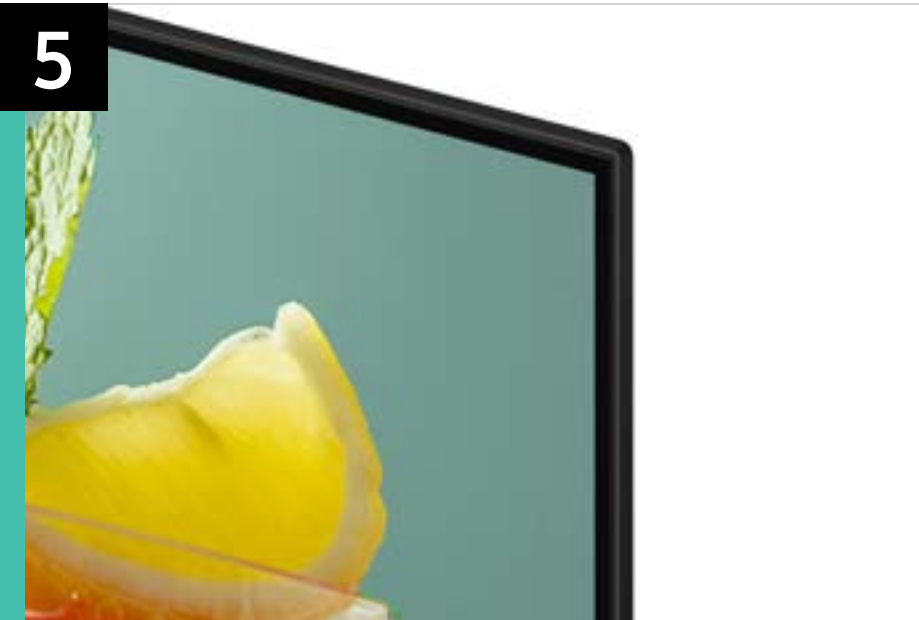
LH65BEFHLGFXGO_In_Screen_Specs



BEFX-H_002_R Perspective_Black



LH65BEFHLGFXGO_Dimensions



BEFX-H_005_Detail_Black



BEFX-H_004_L Side_Black

Note: More product images are available on EasyAds than what is shown above.
Teal color bars are for aesthetic purposes only; not shown on uploaded images.

Carousel Image Order

LH75BEFHLGFXGO

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BEFX-H_001_Front_Black



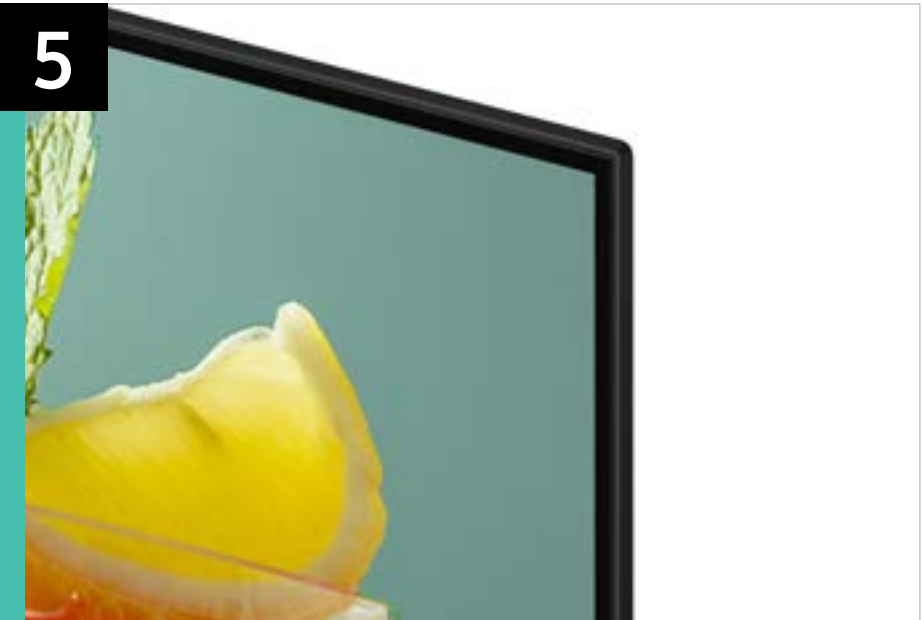
LH75BEFHLGFXGO_In_Screen_Specs



BEFX-H_002_R Perspective_Black



LH75BEFHLGFXGO_Dimensions



BEFX-H_005_Detail_Black



BEFX-H_004_L Side_Black

Note: More product images are available on EasyAds than what is shown above. Teal color bars are for aesthetic purposes only; not shown on uploaded images.

Carousel Image Order

LH85BEFHLGFXGO

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BEFX-H_001_Front_Black



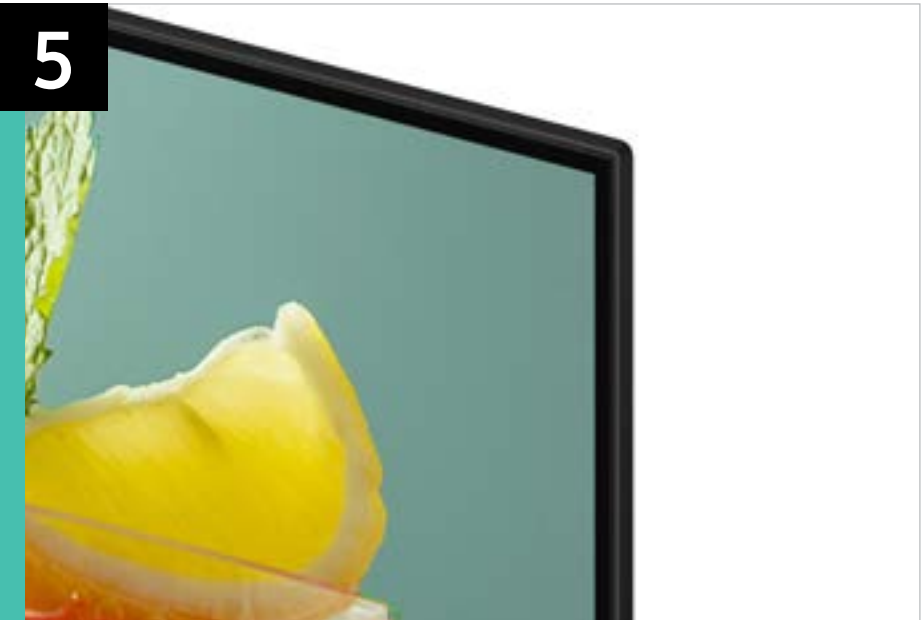
LH85BEFHLGFXGO_In_Screen_Specs



BEFX-H_002_R Perspective_Black



LH85BEFHLGFXGO_Dimensions



BEFX-H_005_Detail_Black



BEFX-H_004_L Side_Black

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Teal color bars are for aesthetic purposes only; not shown on uploaded images.

Product Messaging

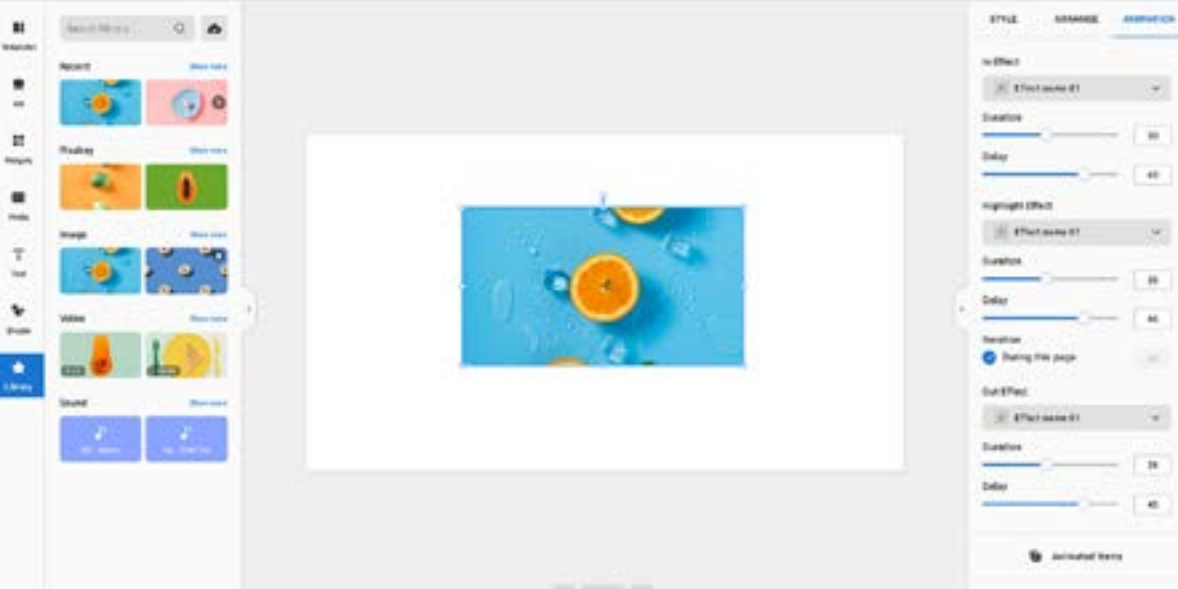
BEFX-H Series Business Pro TV

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BEFX-H

Features and Benefits: LH43BEFHLGFXGO / LH50BEFHLGFXGO LH55BEFHLGFXGO / LH65BEFHLGFXGO LH75BEFHLGFXGO / LH85BEFHLGFXGO EasyAds Link - Feature Images https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=BEFX-H%20Series%20Feature%20Images Samsung Partner Portal https://partnerportal.samsungusa.com/prm/English/s/assets				
Headline	Feature Name	Body Copy	Disclaimer	Associated Image
TV, redefined for business	N/A	Samsung Business TV keeps the vivid UHD picture and live TV capabilities, while also adding practical features tailored for business use. Tools like the Business TV app and VXT make creating and managing on-screen content easier, helping you better inform and engage your customers.	N/A	 2025_BEFX-H_OF_KV_PC
Control content with your personal device	Samsung Business TV App	Available on Android or iOS mobile device, the Samsung Business TV app effortlessly allows users to remotely manage, schedule and display customized content. Additionally, users can easily create eye-catching visuals using a variety of ready-to-use content templates.*	*Images simulated for illustrative purposes. Actual user experience may differ.	 2025_BEFX-H_OF_Samsung Business TV App_PC
Feel the reality of the world on screen	4K Resolution	Make out every small detail in each image. 4K UHD resolution has 4x more pixels than regular FHD resolution, creating sharp, ultra-realistic images.*	*Images simulated for illustrative purposes. Actual viewing experience may vary according to types of content and format.	 2025_BEFX-H_OF_4K Resolution_PC

Features and Benefits: LH43BEFHLGFXGO / LH50BEFHLGFXGO LH55BEFHLGFXGO / LH65BEFHLGFXGO LH75BEFHLGFXGO / LH85BEFHLGFXGO EasyAds Link - Feature Images https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=BEFX-H%20Series%20Feature%20Images Samsung Partner Portal https://partnerportal.samsungusa.com/prm/English/s/assets				
Headline	Feature Name	Body Copy	Disclaimer	Associated Image
Empower your business with smart control	SmartThings Pro	Samsung SmartThings now extends beyond the home with SmartThings Pro for business environments. Businesses, from small shops to large companies and hotels, can experience enhanced convenience, safety, and energy efficiency with SmartThings Pro connectivity.*	*Some features' availability of SmartThings Pro may vary by models and require additional subscription plan.	 2025_BEFX-H_OF_SAMSUNG_SmartThing Pro_PC
Better contrast with rich darks and bright lights	High Dynamic Range	High Dynamic Range increases the ratio between the lightest and the darkest regions of a scene, so you can enjoy an enormous spectrum of colors and visual detail in both bright and dark scenes.	N/A	 2025_BEFX-H_OF_HDR_PC
Sleek design that maximizes space	Slim and 3 Side Bezel-less Design	Designed with a sleek and minimalistic style from every angle, this elegant design focuses on delivering the purest picture quality while effortlessly blending into any environment for a harmonious look.*	*Images simulated for illustrative purposes. Actual viewing experience may vary according to types of content and format.	 2025_BEFX-H_OF_Slim and 3 Side Bezel-less Design_PC

Features and Benefits: LH43BEFHLGFXGO / LH50BEFHLGFXGO LH55BEFHLGFXGO / LH65BEFHLGFXGO LH75BEFHLGFXGO / LH85BEFHLGFXGO EasyAds Link - Feature Images https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=BEFX-H%20Series%20Feature%20Images Samsung Partner Portal https://partnerportal.samsungusa.com/prm/English/s/assets				
Headline	Feature Name	Body Copy	Disclaimer	Associated Image
Keep content safe with pin-code security system	Play Lock	Lock your TV with a pin-code security system, preventing unauthorized users or outsiders from tampering with the screen. This minimizes the chances of unforeseen accidents, while ensuring that only the content you have selected is played.*	*The feature's availability may vary by region.	 2025_BEFX-H_OF_PlayLock_PC
Change the way to manage your display	Samsung VXT	Samsung VXT is a cloud-based solution that brings together content management and remote device management capabilities. It allows users to remotely manage hardware settings and troubleshoot issues from afar, while effortlessly creating and deploying content without the need for training.*	*The feature's availability may vary by region. For BEFX-H series, Samsung VXT S Series plan is only available. Actual UI may differ and is subject to change without notice.	 2025_BEFX-H_OF_Samsung VXT CMS_PC
Turn your displays into digital art displays	Digital Art Solutions with Niio Partnership	Transform your screen into a stunning art gallery for an enhanced guest experience. By joining forces with Niio, a global digital art solutions platform, Samsung offers easy access to a selection of artwork via the Niio App without the need for additional devices or managing commercial rights.*	*Additional subscription for Niio.Art is required. Please refer to Niio's subscription plans on their website for details.	 2025_BEFX-H_OF_Digita lArt Solution_PC

Keywords (Metatags)

BEFX-H Series Business Pro TV

LH43BEFHLGFXGO / LH50BEFHLGFXGO
LH55BEFHLGFXGO / LH65BEFHLGFXGO
LH75BEFHLGFXGO / LH85BEFHLGFXGO

BEFX-H

Keywords (Metatags)

SKU	Recommended Meta-Title	Recommended Product Title	Recommended Meta Description
LH43BEFHLGFXGO	43-Inch 4K BEFX-H Commercial TV Samsung Business US	BEFX-H Business Pro TV - LH43BEFHLGFXGO	Explore the BEFX-H 4K UHD Business Pro TV LH43BEFHLGFXGO feauturing a Slim Design and the Samsung Business TV App. Learn more for your business.
LH50BEFHLGFXGO	50-Inch 4K BEFX-H Commercial TV Samsung Business US	BEFX-H Business Pro TV - LH50BEFHLGFXGO	Explore the BEFX-H 4K UHD Business Pro TV LH50BEFHLGFXGO feauturing a Slim Design and the Samsung Business TV App. Learn more for your business.
LH55BEFHLGFXGO	55-Inch 4K BEFX-H Commercial TV Samsung Business US	BEFX-H Business Pro TV - LH55BEFHLGFXGO	Explore the BEFX-H 4K UHD Business Pro TV LH55BEFHLGFXGO feauturing a Slim Design and the Samsung Business TV App. Learn more for your business.
LH65BEFHLGFXGO	65-Inch 4K BEFX-H Commercial TV Samsung Business US	BEFX-H Business Pro TV - LH65BEFHLGFXGO	Explore the BEFX-H 4K UHD Business Pro TV LH65BEFHLGFXGO feauturing a Slim Design and the Samsung Business TV App. Learn more for your business.
LH75BEFHLGFXGO	75-Inch 4K BEFX-H Commercial TV Samsung Business US	BEFX-H Business Pro TV - LH75BEFHLGFXGO	Explore the BEFX-H 4K UHD Business Pro TV LH75BEFHLGFXGO feauturing a Slim Design and the Samsung Business TV App. Learn more for your business.
LH85BEFHLGFXGO	85-Inch 4K BEFX-H Commercial TV Samsung Business US	BEFX-H Business Pro TV - LH85BEFHLGFXGO	Explore the BEFX-H 4K UHD Business Pro TV LH85BEFHLGFXGO feauturing a Slim Design and the Samsung Business TV App. Learn more for your business.

Keywords	Keyword Priority (Primary/Secondary/Tertiary)
Commercial TV	Primary
Business TV	Primary
55 Inch Commercial TV	Primary
43 Inch Commercial TV	Primary
50 Inch Commercial TV	Primary
65 Inch Commercial TV	Primary
75 Inch Commercial TV	Primary
85 Inch Commercial TV	Primary
Samsung Pro TV	Primary
Samsung Business TV TV	Secondary
Professional TV	Secondary
Samsung Business Pro TV	Secondary
4K Pro TV	Secondary
Samsung Professional TV	Secondary

Keywords	Keyword Priority (Primary/Secondary/Tertiary)
Business Pro TV	Secondary
BEFX-H TV	Secondary
BEFXH TV	Secondary
4K UHD Professional TV	Secondary
High Dynamic Range	Tertiary
Samsung Business TV App	Tertiary
Niio Art TV	Tertiary
Samsung VXT	Tertiary
Slim Professional TV	Tertiary
Slim TV for Business	Tertiary
TV with Samsung Business App	Tertiary
SmartThings Pro TV	Tertiary
HDR TV for Business	Tertiary
Bezelless TV for Business	Tertiary

Product Specs

BEFX-H Series Business Pro TV

LH43BEFHLGFXGO / LH50BEFHLGFXGO
LH55BEFHLGFXGO / LH65BEFHLGFXGO
LH75BEFHLGFXGO / LH85BEFHLGFXGO

BEFX-H

Additional Information

Warranty	Country of Origin (COO)	Key Verticals
3 years	Mexico	LEES, Retail, Education, Healthcare, Hospitality, State/Local Government, F&B, Finance, Enterprise

Datasheets

BEFX-H Series Business Pro TV

LH43BEFHLGFXGO / LH50BEFHLGFXGO
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LH75BEFHLGFXGO / LH85BEFHLGFXGO

BEFX-H

Datasheet - Retail

LH43BEFHLGFXGO / LH50BEFHLGFXGO
LH55BEFHLGFXGO / LH65BEFHLGFXGO
LH75BEFHLGFXGO / LH85BEFHLGFXGO

EasyAds Link - Datasheet Retail

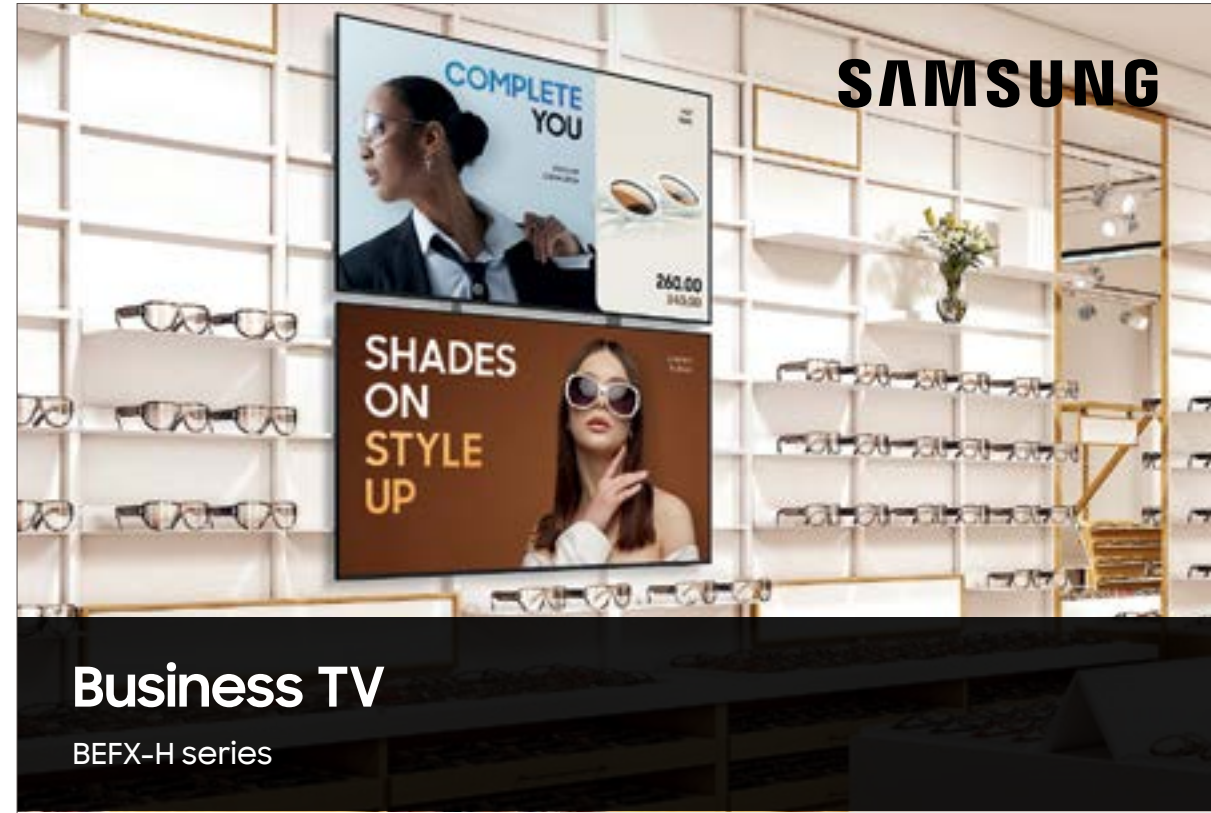
https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=BEFX-H%20Series%20Datasheet%20Retail

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Highspot

https://view.highspot.com/viewer/26f50e091c8cf977535b8564435b7e21



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 Screen panel is only available.
- SmartThings Pro**
SmartThings Pro connectivity enhances convenience, safety, and energy efficiency across various business settings.
*Screen features' availability and compatibility may vary by region and require additional subscription plans.
- Digital art solution with Nlio partnership**
By joining forces with Nlio, a global digital art solution platform, Samsung offers easy access to a selection of artwork via preloaded Nlio App.
*Additional subscription for Nlio Art is required. Please refer to Nlio's subscription plans on their website for details.

Specifications

	Model	BE43FX-H (BE43FX-H2 : XL)	BE55FX-H (BE55FX-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	Type	GOVA10P/CZL/PE : 60Hz E-LED BLU	None / 120Hz BLU		GOVA10P/CZL/PE : 60Hz E-LED BLU	SAMSUNG	
	Resolution	4K UHD (3840 x 2160)	4K UHD (3840 x 2160)		4K UHD (3840 x 2160)	4K UHD (3840 x 2160)	
	Response Time (GTG)	16ms (Typ.)	16ms (Typ.)		16ms (Typ.)	16ms (Typ.)	
	Operation Hours	100,000 hours (Typ.)	100,000 hours (Typ.)		100,000 hours (Typ.)	100,000 hours (Typ.)	
Connectivity	Input	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	1 Terrestrial / 1 Cable / 1 Satellite	1 Terrestrial / 1 Cable / 1 Satellite		1 Terrestrial / 1 Cable / 1 Satellite	1 Terrestrial / 1 Cable / 1 Satellite	
	External Sensor	WIFI, Bluetooth 5.3	WIFI, Bluetooth 5.3		WIFI, Bluetooth 5.3	WIFI, Bluetooth 5.3	
	Design	Color	Black / Silver		Black / Silver	Black / Silver	
Power	Power Consumption	GOVC : 10W (Typ.) ENHANCED : 10W (Typ.) ECO : 10W (Typ.) ZD : 10W (Typ.)	GOVC : 10W (Typ.) ENHANCED : 10W (Typ.) ECO : 10W (Typ.) ZD : 10W (Typ.)		GOVC : 10W (Typ.) ENHANCED : 10W (Typ.) ECO : 10W (Typ.) ZD : 10W (Typ.)	GOVC : 10W (Typ.) ENHANCED : 10W (Typ.) ECO : 10W (Typ.) ZD : 10W (Typ.)	
	Energy Saving Mode (H)	Standby Mode	Standby Mode		Standby Mode	Standby Mode	
	Typical	GOVC : 0.5W (Typ.) ENHANCED : 0.5W (Typ.) ECO : 0.5W (Typ.) ZD : 0.5W (Typ.)	GOVC : 0.5W (Typ.) ENHANCED : 0.5W (Typ.) ECO : 0.5W (Typ.) ZD : 0.5W (Typ.)		GOVC : 0.5W (Typ.) ENHANCED : 0.5W (Typ.) ECO : 0.5W (Typ.) ZD : 0.5W (Typ.)	GOVC : 0.5W (Typ.) ENHANCED : 0.5W (Typ.) ECO : 0.5W (Typ.) ZD : 0.5W (Typ.)	
	Set with Stand	GOVC : 0.5W (Typ.) ENHANCED : 0.5W (Typ.) ECO : 0.5W (Typ.) ZD : 0.5W (Typ.)	GOVC : 0.5W (Typ.) ENHANCED : 0.5W (Typ.) ECO : 0.5W (Typ.) ZD : 0.5W (Typ.)		GOVC : 0.5W (Typ.) ENHANCED : 0.5W (Typ.) ECO : 0.5W (Typ.) ZD : 0.5W (Typ.)	GOVC : 0.5W (Typ.) ENHANCED : 0.5W (Typ.) ECO : 0.5W (Typ.) ZD : 0.5W (Typ.)	
Mechanical	Dimension (mm)	Set with Stand	Set with Stand		Set with Stand	Set with Stand	
	Package	1,065 x 605 x 118 mm / 42 x 24 x 4.6 in.	1,065 x 605 x 118 mm / 42 x 24 x 4.6 in.		1,065 x 605 x 118 mm / 42 x 24 x 4.6 in.	1,065 x 605 x 118 mm / 42 x 24 x 4.6 in.	
	Weight	Set with Stand	Set with Stand		Set with Stand	Set with Stand	
	Height	Set with Stand	Set with Stand		Set with Stand	Set with Stand	

SAMSUNG

Datasheet - Hospital

LH43BEFHLGFXGO / LH50BEFHLGFXGO
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EasyAds Link - Datasheet Hospital

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Samsung Partner Portal

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*The features availability may vary by region.
*For BEFX-H series, VXT Screen panel is only available.
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By joining forces with Nlio, a global digital art solution platform, Samsung offers easy access to a selection of artwork via preloaded Nlio App.
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Specifications

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Panel	Type	GOVA10P20ZL1PE-10H6-E-LED-BLU	None (T-Color)		GOVA10P20ZL1PE-10H6-E-LED-BLU	None (T-Color)	
	Resolution	3840 x 2160	3840 x 2160		3840 x 2160	3840 x 2160	
	Backlight Type	LED	LED		LED	LED	
	Response Time (GTG)	16ms	16ms		16ms	16ms	
	Operation Hour	100,000	100,000		100,000	100,000	
Connectivity	Smart Control	N/A	N/A		N/A	N/A	
	Wi-Fi	N/A	N/A		N/A	N/A	
	Bluetooth	N/A	N/A		N/A	N/A	
	USB	N/A	N/A		N/A	N/A	
	Other	N/A	N/A		N/A	N/A	
Design	Color	Black	Black		Black	Black	
	Stand Type	Basic	Basic		Basic	Basic	
	Sound	Basic	Basic		Basic	Basic	
	Power Supply	GOVC-100V-50/60Hz	GOVC-100V-50/60Hz		GOVC-100V-50/60Hz	GOVC-100V-50/60Hz	
	Max	2,000W	2,000W		2,000W	2,000W	
Mechanical	Weight	14.5kg	14.5kg		14.5kg	14.5kg	
	Height	71.2cm	71.2cm		71.2cm	71.2cm	
	Depth	14.5cm	14.5cm		14.5cm	14.5cm	
	Width	14.5cm	14.5cm		14.5cm	14.5cm	
	Other	N/A	N/A		N/A	N/A	

SAMSUNG

Battlecard

BEFX-H Series Business Pro TV

LH43BEFHLGFXGO / LH50BEFHLGFXGO
LH55BEFHLGFXGO / LH65BEFHLGFXGO
LH75BEFHLGFXGO / LH85BEFHLGFXGO

BEFX-H

Battle Card

LH43BEFHLGFXGO / LH50BEFHLGFXGO
LH55BEFHLGFXGO / LH65BEFHLGFXGO
LH75BEFHLGFXGO / LH85BEFHLGFXGO

EasyAds Link - Battle Card

https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=BEFX-H%20Series%20Battle%20Card

Samsung Partner Portal

https://partnerportal.samsungusa.com/prm/English/s/assets

Highspot

https://view.highspot.com/viewer/3ad94892bdba589c6d25e8e62f2797fb

Battle Card | BEFX-H

SAMSUNG

BEFX-H Series

LH43BEFHLGFXGO | LH50BEFHLGFXGO | LH55BEFHLGFXGO | LH65BEFHLGFXGO | LH75BEFHLGFXGO | LH85BEFHLGFXGO



Target Markets

- Retail
- Education
- Healthcare / Hospitality
- State/Local Government
- F&B
- Finance / Enterprise

Ten-Second Sales Points

- Samsung Business TV App
- 4K Resolution
- SmartThings Pro

Key Features



Control content with your personal device

Samsung Business TV App

Available on Android or iOS mobile device, the Samsung Business TV app effortlessly allows users to remotely manage, schedule and display customized content. Additionally, users can easily create eye-catching visuals using a variety of ready-to-use content templates.

*Images simulated for illustrative purposes. Actual user experience may differ.



Feel the reality of the world on screen

4K Resolution

Make out every small detail in each image. 4K UHD resolution has 4x more pixels than regular FHD resolution, creating sharp, ultra-realistic images.

*Images simulated for illustrative purposes. Actual viewing experience may vary according to types of content and format.



Empower your business with smart control

SmartThings Pro

Samsung SmartThings now extends beyond the home with SmartThings Pro for business environments. Businesses, from small shops to large companies and hotels, can experience enhanced convenience, safety, and energy efficiency with SmartThings Pro connectivity.

*Some features availability of SmartThings Pro may vary by models and require additional subscription plan.

Battle Card_BEFX-H

Feature Icons

BEFX-H Series Business Pro TV

LH43BEFHLGFXGO / LH50BEFHLGFXGO
LH55BEFHLGFXGO / LH65BEFHLGFXGO
LH75BEFHLGFXGO / LH85BEFHLGFXGO

BEFX-H

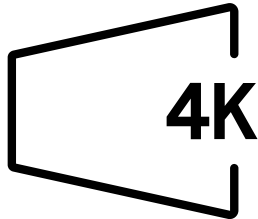
Feature Icons

EasyAds Link - Feature Icons
<https://dam.gettyimages.com/p/z0c3461/displays?o=AND&q=BEFX-H%20Series%20Icons>

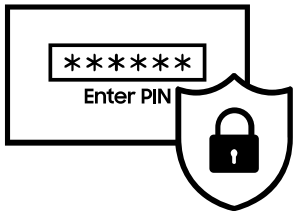
Samsung Partner Portal
<https://partnerportal.samsungusa.com/prm/English/s/assets>



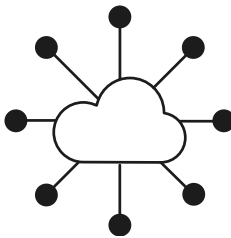
Samsung Business
TV App



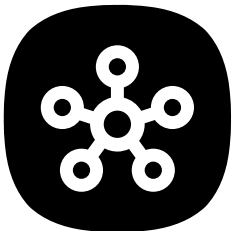
4K Resolution



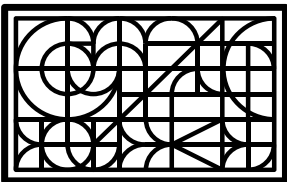
PlayLock



Samsung VXT



SmartThings Pro



Digital Art Solutions
with Niio Partnership

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