Samsung Business TV
BET series

A TV built for your business
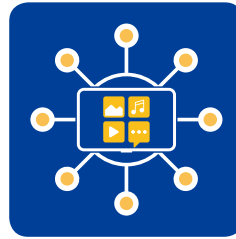
SAMSUNG

Industry trend

As visual display technology continues to improve, TV's with advanced visual capabilities have become less cost prohibitive for businesses of all sizes, including small retailers, family-owned and home-based businesses, providing a significant market opportunity. In today's media-saturated and technology-friendly businesses environment, many small business owners want to directly manage their own digital and video channels, leaving behind outdated and costly printed materials previously used for customer communication. However, small business owners are time-strapped and often with limited resources, meaning any new solution needs to be simple and affordable, quickly integrating into their business.
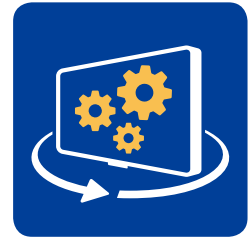
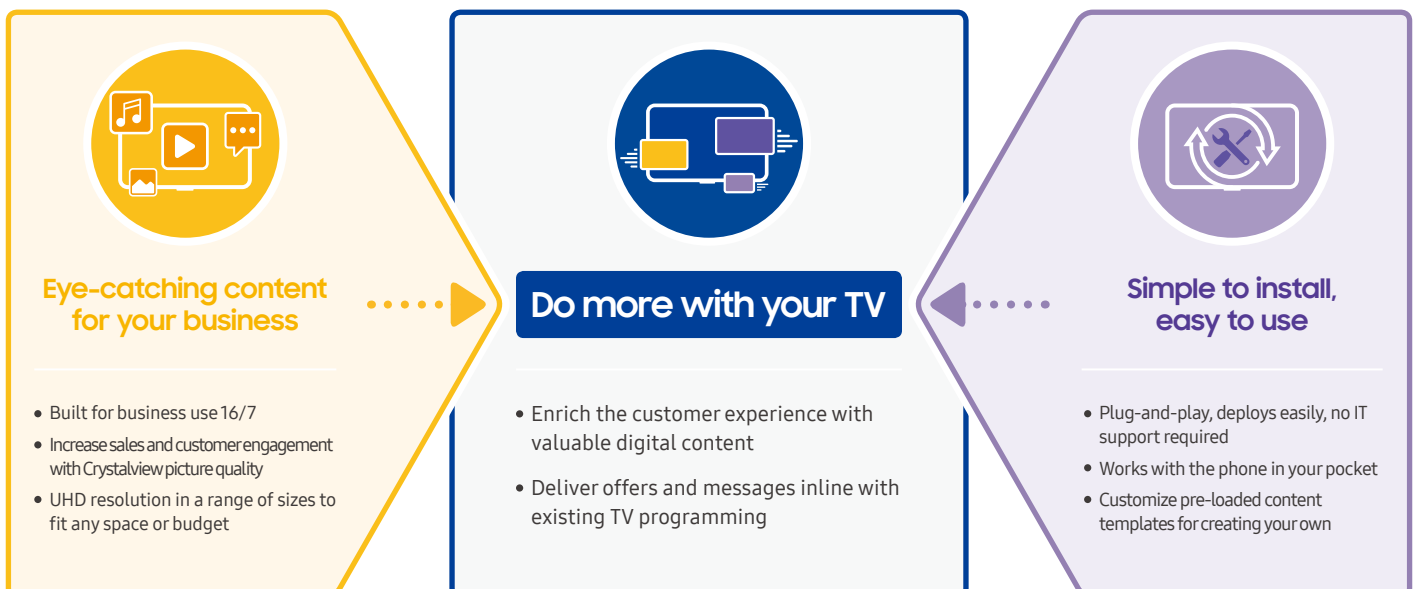**Picture quality**

Business grade

Content management solution

Simplified operation

Why Samsung Business TV

Samsung is a recognized global leader in visual display technology, creating industry-leading TV's and commercial visual displays designed to captivate potential customers and provide ultimate value to the business. Business TV from Samsung brings together Samsung's expertise in commercial signage displays with its advanced TV technology to give users the ideal solution for customer communication with impactful visuals. Engineered to operate 16 hours a day, 7 days a week the display also features an extended warranty guaranteeing that users are always getting the most from their TV. Additionally, the Business TV app eliminates additional cost of an additional content management solution. Easy setup and streamlined operation with no additional equipment required — just a helpful integration with users' personal devices — make Business TV ideal for any small business.

Eye-catching content for your business

- Built for business use 16/7
- Increase sales and customer engagement with Crystalview picture quality
- UHD resolution in a range of sizes to fit any space or budget

Do more with your TV

- Enrich the customer experience with valuable digital content
- Deliver offers and messages inline with existing TV programming

Simple to install, easy to use

- Plug-and-play, deploys easily, no IT support required
- Works with the phone in your pocket
- Customize pre-loaded content templates for creating your own

Solution for a wide range of business needs

Samsung's Business TV provides flexible functionality suited for a wide range of retail stores and businesses looking to do more with their TV, while not overburdening staff with complicated features. From menu boards to providing advertising and promotion alongside TV programs, Business TV from Samsung is the perfect solution for businesses looking for a straightforward and effective way to communicate with their customers.

Coffee and beverage

Drugstore

Beauty shop

Footwear store

Telco retailer

Medical service

Do more with your TV

Business TV from Samsung is the ideal display solution for small businesses, allowing users to communicate with customers without the need for physical paper materials. Simple, ready-to-use content templates allow users to showcase personalized content alongside TV programming.

Eye-catching content for your business

High dynamic range	Crystal processor 4K	UHD resolution	16/7 Operation	Varlous size option

Samsung's Business TV lineup delivers an eye-catching visual experience with UHD resolution in a range of sizes to fit any space or budget. Crystal Display ensures optimized color expression and High-Dynamic Range improves brightness levels to better catch the attention of potential customers. Featuring an impressive warranty, Business TV displays are reliable and built to operate even with extended daily business hours, 16 hours a day, 7 days a week.

Simple to install, easy to use
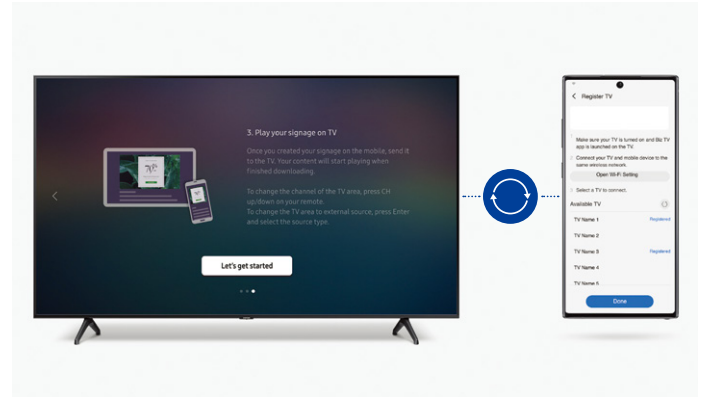
Control content with your personal device

Samsung Business TV app, available for Android and iOS devices, provides convenience by allowing users to remotely manage and control content on connected Business TVs .

* Image simulated for illustration purposes

Simple setup in minutes

Set up could not be easier. Samsung's Business TV comes preloaded with a step-by-step tutorial that automatically begins when users first turn the TV on. After downloading the business TV app, users' devices are automatically connected to the TV and available for immediate use.

Design content with the click of a button

Small businesses can save time and money with Business TV's more than 100 pre-loaded content templates including vertical orientation, L-Bar layouts, motion-embedded, seasonal sale and other pre-designed promotions and advertisements for do-it-yourself content management.
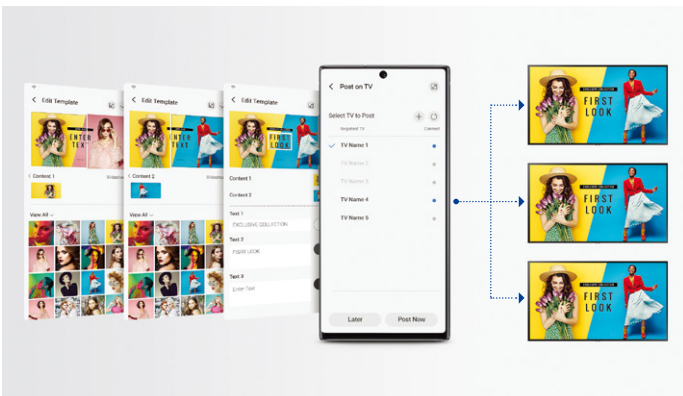
Easy content management

An incredibly simple interface allows you to edit, review, finalize and deploy content — even across multiple displays — with just a few quick taps.
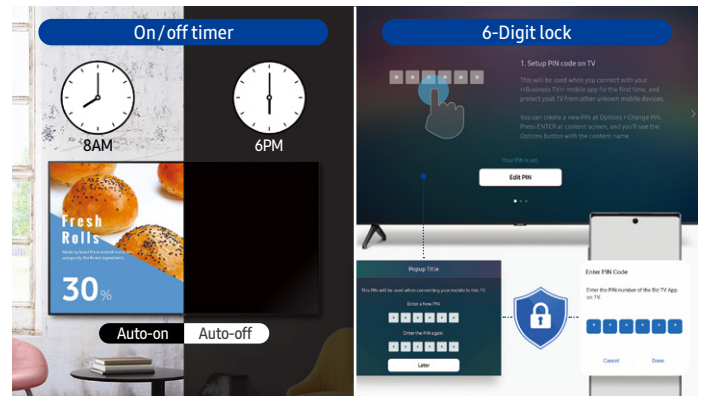
Focus on your business, not your TV

Spend less time dealing with technical issues. An on/off timer allows the TV to automatically operate during business hours and a pin-code protects the display settings, avoiding any potential content interruptions.

Specification

Model			BE43T-H	BE50T-H	BE55T-H	BE70T-H
Panel	Size		43	50	55	70
	Type		60Hz E-LED BLU	60Hz E-LED BLU	60Hz E-LED BLU	60Hz E-LED BLU
	Resolution		3,840 x 2,160	3,840 x 2,160	3,840 x 2,160	3,840 x 2,160
	Brightness(Typ.)		250nit	250nit	250nit	250nit
	Contrast Ratio(Typ.)		4,700:1	4,700:1	4,700:1	4,700:1
	Viewing Angle(H/V)		178:178	178:178	178:178	178:178
	Response Time(G-to-G)		8ms	8ms	8ms	8ms
	Display Colors		16.7 M	16.7 M	16.7 M	16.7 M
	Color Gamut		72%	72%	72%	72%
	Operation Hour		16/7	16/7	16/7	16/7
	Haze		2%	2%	2%	2%
	Screen Curvature		N/A, Flat	N/A, Flat	N/A, Flat	N/A, Flat
Connectivity	INPUT	RGB	N/A	N/A	N/A	N/A
		VIDEO	HDMI (2)	HDMI (2)	HDMI (2)	HDMI (2)
		HDCP	N/A	N/A	N/A	N/A
		AUDIO	N/A	N/A	N/A	N/A
		USB	USB (1)	USB (1)	USB (1)	USB (1)
		RF	1 Terrestrial /1 Cable	1 Terrestrial /1 Cable	1 Terrestrial /1 Cable	1 Terrestrial /1 Cable
	OUTPUT	RGB	N/A	N/A	N/A	N/A
		VIDEO	N/A	N/A	N/A	N/A
		AUDIO	Optical	Optical	Optical	Optical
		Power Out	N/A	N/A	N/A	N/A
	External Control		RJ45	RJ45	RJ45	RJ45
	External Sensor		N/A	N/A	N/A	N/A
	Wireless		WiFi 5, Bluetooth supported	WiFi 5, Bluetooth supported	WiFi 5, Bluetooth supported	WiFi 5, Bluetooth supported
Design	Bezel Type		3 Bezel-less, Slim look	3 Bezel-less, Slim look	3 Bezel-less, Slim look	3 Bezel-less, Slim look
	Color	Front	TITAN GRAY	TITAN GRAY	TITAN GRAY	TITAN GRAY
		Stand	TITAN GRAY	TITAN GRAY	TITAN GRAY	TITAN GRAY
	Stand Type		QUAD POD	QUAD POD	QUAD POD	QUAD POD
	Swivel (Left/Right)		N/A	N/A	N/A	N/A
Power	Type		Internal	Internal	Internal	Internal
	Power Supply		AC220-240V 50/60Hz	AC220-240V 50/60Hz	AC220-240V 50/60Hz	AC220-240V 50/60Hz
	Power Consumption	Max	125	135	150	220
		Energy Saving Mode (W)	N/A	N/A	N/A	N/A
		Stand-by (W)	N/A	N/A	N/A	N/A
		Typical	N/A	N/A	N/A	N/A
Mechanical	Dimension (mm)	Set without Stand	963.9 x 558.9 x 59.6	1116.8 x 644.2 x 59.9	1230.5 x 707.2 x 59.9	1572.4 x 874.5 x 59.9
		Set with Stand	963.9 x 628.9 x 200.5	1116.8 x 713.6 x 249.7	1230.5 x 778.3 x 249.7	1572.4 x 959 x 339.9
		Package	1081 x 670 x 143	1264 x 780 x 150	1386 x 843 x 158	1746 x 1035 x 190
	Weight (kg)	Set without Stand	8.1	11.4	13.9	24.2
		Set with Stand	8.3	11.6	14.2	24.7
		Package	11.8	16	19.5	34.2
	Bezel Width (mm)		5.5 (T/S) 11.1 (Bottom)	5.5 (T/S) 12.1 (Bottom)	5.5 (T/S) 11.1 (Bottom)	5.5 (T/S) 11.1 (Bottom)
	VESA	Screw Size	M8	M8	M8	M8
		Screw depth	20-22	20-22	20-22	20-22
		VESA Spec	200*200	200*200	200*200	400 x 300

Model			BE43T-H	BE50T-H	BE55T-H	BE70T-H
Certification	Safety		BIS(India) : IEC60065 / IS616	BIS(India) : IEC60065 / IS616	BIS(India) : IEC60065 / IS616	BIS(India) : IEC60065 / IS616
	EMC		N/A	N/A	N/A	N/A
Accessory	Included		Remote Control, Batteries, User Manual, Power Cable	Remote Control, Batteries, User Manual, Power Cable	Remote Control, Batteries, User Manual, Power Cable	Remote Control, Batteries, User Manual, Power Cable
	Optional	Stand	Yes	Yes	Yes	Yes
		Mount	N/A	N/A	N/A	N/A
		Specialty	N/A	N/A	N/A	N/A
		Media Player	USB M/player	USB M/player	USB M/player	USB M/player
Video	Picture Engine		Crystal Processor 4K	Crystal Processor 4K	Crystal Processor 4K	Crystal Processor 4K
	HDR10+		Yes	Yes	Yes	Yes
Audio	Dolby Digital Plus		Yes	Yes	Yes	Yes
	Sound Output (RMS)		20W	20W	20W	20W
	Speaker Type		2CH (10W+10W)	2CH (10W+10W)	2CH (10W+10W)	2CH (10W+10W)
	Woofer		N/A	N/A	N/A	N/A
	Bluetooth Audio		Yes	Yes	Yes	Yes
Broadcasting System	Digital Broadcasting		DVB-T2	DVB-T2	DVB-T2	DVB-T2
	DTV Sound System		Dolby	Dolby	Dolby	Dolby
	Analog Tuner		Yes	Yes	Yes	Yes
	CI (Common Interface)		N/A	N/A	N/A	N/A
	Smart TV Type		Smart	Smart	Smart	Smart
Smart Service	Operating System		Tizen™	Tizen™	Tizen™	Tizen™
	Supported		Samsung businessTV, Web browser, Youtube	Samsung businessTV, Web browser, Youtube	Samsung businessTV, Web browser, Youtube	Samsung businessTV, Web browser, Youtube
	Adaptive Sound		Adaptive Sound	Adaptive Sound	Adaptive Sound	Adaptive Sound
Additional Feature	Instant On		Yes	Yes	Yes	Yes
	Game Mode		Yes (Game Enhancer)	Yes (Game Enhancer)	Yes (Game Enhancer)	Yes (Game Enhancer)
	Mobile to TV - Mirroring, DLNA		Yes	Yes	Yes	Yes
	Remote Access		Yes	Yes	Yes	Yes
	Easy Setup		No	No	No	No
	Wired TV On - Samsung WOL		Yes	Yes	Yes	Yes
	WiFi Direct		Yes	Yes	Yes	Yes
	TV Sound to Mobile		Yes	Yes	Yes	Yes
	Sound Mirroring		Yes	Yes	Yes	Yes
	BizTV App (Android, iOS)		Yes	Yes	Yes	Yes
	On/Off timer		Yes	Yes	Yes	Yes
	Autorun Signage(App auto launch)		Yes	Yes	Yes	Yes
	App pre-installation		Yes	Yes	Yes	Yes
	OTN On/Off		Yes	Yes	Yes	Yes
	Security lock		Yes	Yes	Yes	Yes
	Panel button lock		Yes	Yes	Yes	Yes
	Usb port lock		Yes	Yes	Yes	Yes
	Mobile Connection menu lock		Yes	Yes	Yes	Yes

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, medical equipment, network systems, and semiconductor and LED solutions. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

Business TV

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