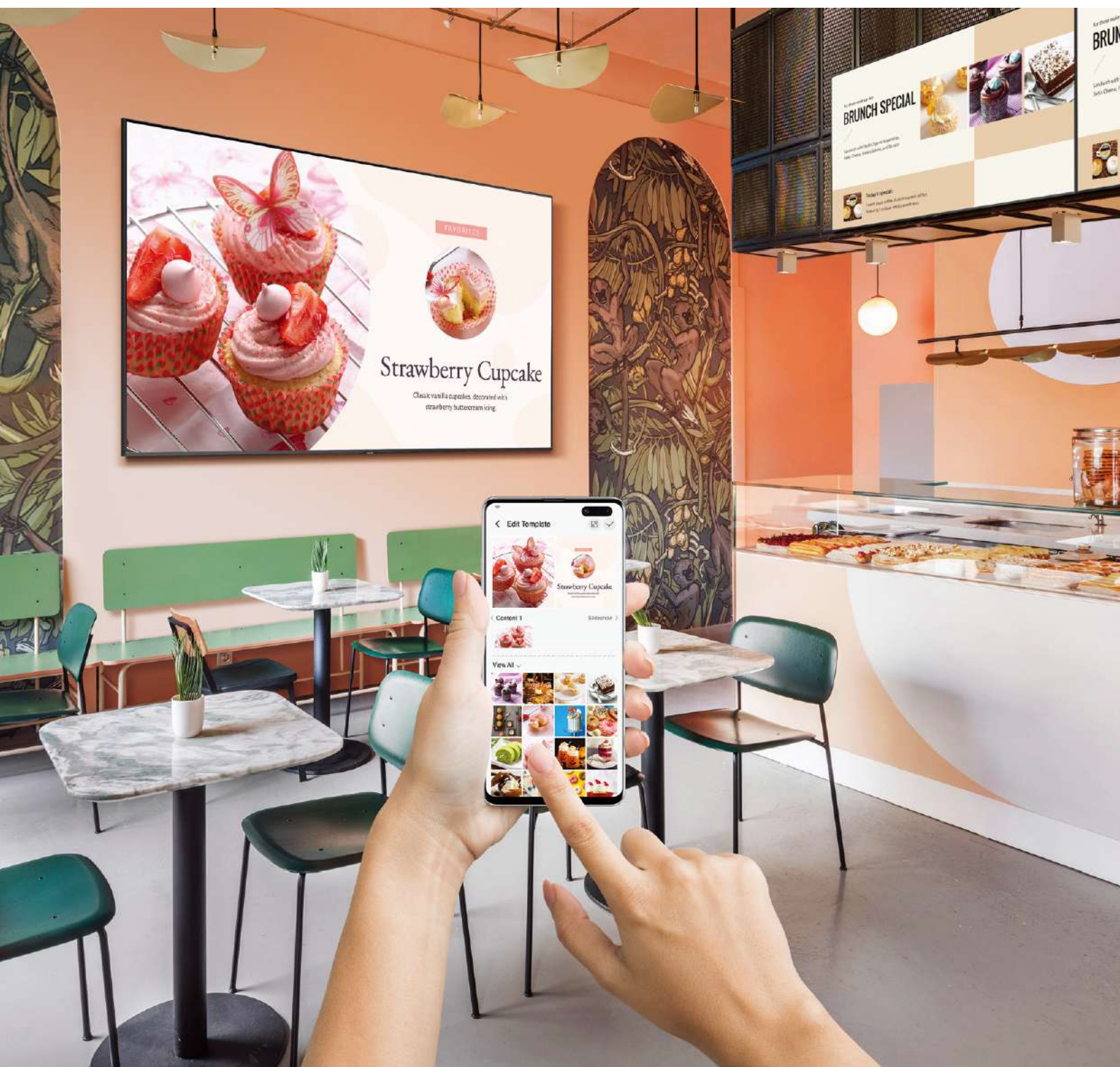


# Samsung Business TV

BET series

A TV built for your business



## Industry trend

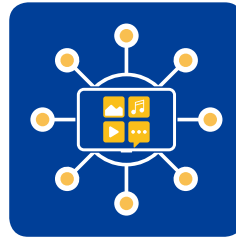
As visual display technology continues to improve, TV's with advanced visual capabilities have become less cost prohibitive for businesses of all sizes, including small retailers, family-owned and home-based businesses, providing a significant market opportunity. In today's media-saturated and technology-friendly 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environment, many small business owners want to directly manage their own digital and video channels, leaving behind outdated and costly printed materials previously used for customer communication.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.



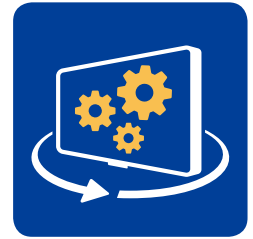
Picture quality



Business grade



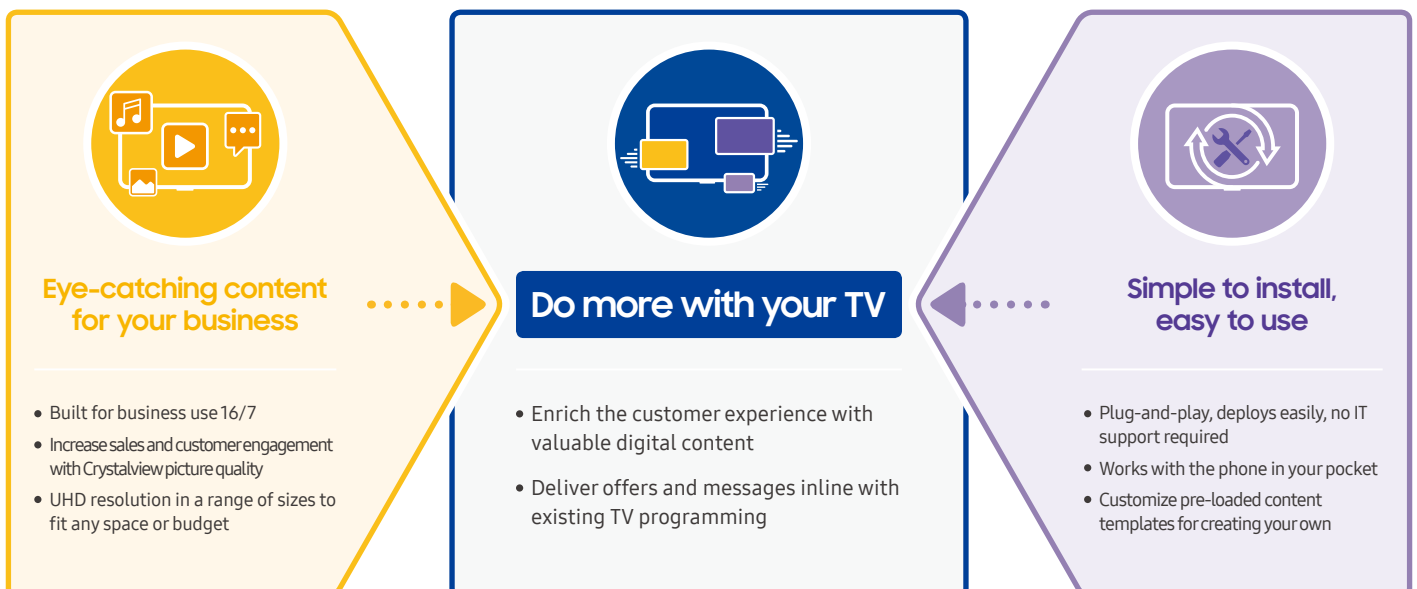
Content management solution



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.



# 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

The image shows a Samsung Business TV displaying a fashion advertisement for 'SPRING & SUMMER 2020' with the text 'FIRST LOOK'. The advertisement features a woman with colorful hair. The TV is surrounded by clothing racks. Several callouts highlight features: 'Crystal Display' (top left), 'Conventional' (bottom left), '4K UHD' (top right), and 'FHD' (bottom right). Below the TV, five icons represent key features: HDR (High dynamic range), Crystal Processor 4K, UHD resolution, 16/7 Operation, and Various 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



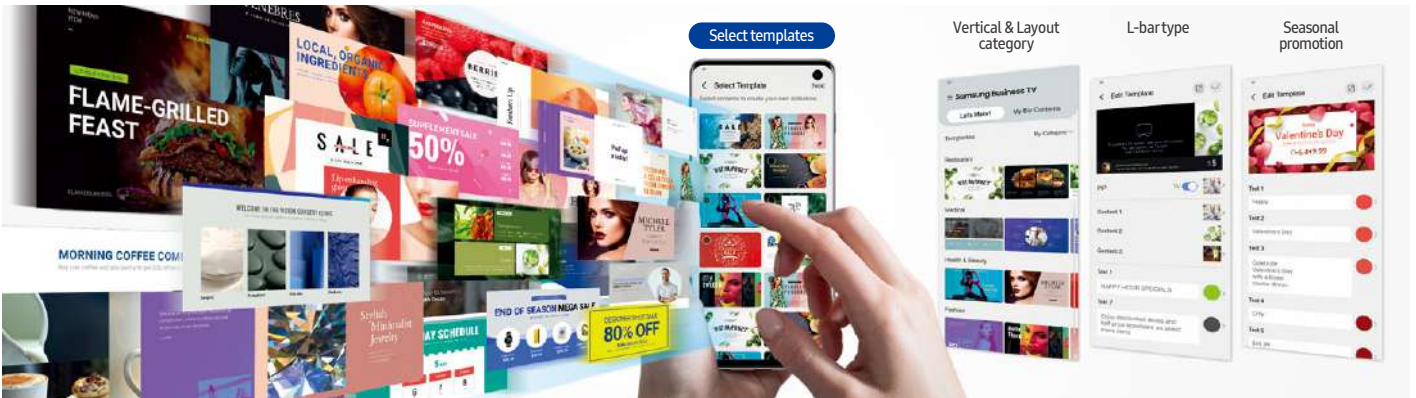
## Control content with your personal device

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.



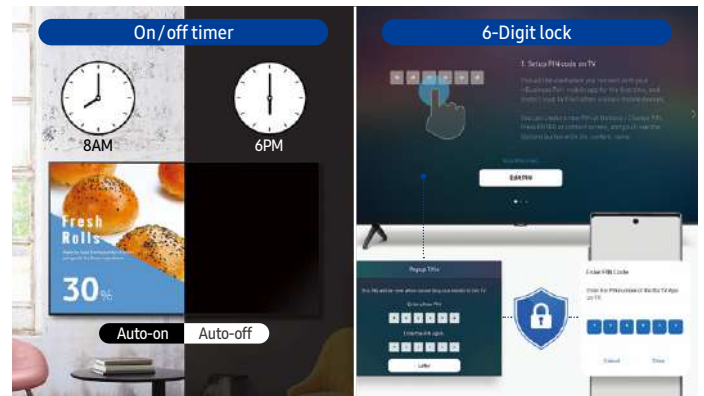
## Design content with the click of a button

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		BE50A-H	BE55A-H	BE65A-H	
Panel	Size		50	55	65
	Type		60Hz E-LED BLU	60Hz E-L	60Hz E-LED BLU
	Resolution		3840 x 2160	3840 x 2160	3840 x 2160
	Operation Hour		16/7	16/7	16/7
	Screen Curvature		N/A, Flat	N/A, Flat	N/A, Flat
Connectivity	Input	RGB	N/A	N/A	N/A
		Video	HDMI x 3	HDMI x 3	HDMI x 3
		HDCP	HDCP1.4 / 2.2	HDCP1.4 / 2.2	HDCP1.4 / 2.2
		Audio	N/A	N/A	N/A
		USB	USB (1)	USB (1)	USB (1)
		RF	1 Terrestrial / 1 Cable / 0 Satellite	1 Terrestrial / 1 Cable / 0 Satellite	1 Terrestrial / 1 Cable / 0 Satellite
	Output	RGB	N/A	N/A	N/A
		Video	N/A	N/A	N/A
		Audio	Optical	Optical	Optical
		Power Out	N/A	N/A	N/A
	External Control		RJ45	RJ45	RJ45
	External Sensor		N/A	N/A	N/A
	Wireless		WiFi 5, Bluetooth supported	WiFi 5, Bluetooth supported	WiFi 5, Bluetooth supported
	Design	Bezel Type		3 Bezel-less	3 Bezel-less
Color		Front	TITAN GRAY	TITAN GRAY	TITAN GRAY
		Stand	TITAN GRAY	TITAN GRAY	TITAN GRAY
Stand Type		SLIM Feet	SLIM Feet	SLIM Feet	
Swivel (Left/Right)		N/A	N/A	N/A	
Power	Type		Internal	Internal	Internal
	Power Supply		AC100-240V 50 / 60Hz	AC100-240V 50 / 60Hz	AC100-240V 50 / 60Hz
	Power Consumption	Max	145	150	200
		Energy Saving Mode (W)	N/A	N/A	N/A
		Stand-by (W)	0.5	0.5	0.5
		Typical	N/A	N/A	N/A
Mechanical	Dimension (mm)	Set without Stand	1116.8 x 644.2 x 59.9	1230.5 x 707.2 x 59.9	1449.4 x 830.3 x 59.9
		Set with Stand	1116.8 x 719.1 x 250.2	1230.5 x 783.3 x 250.2	1449.4 x 906.6 x 282.1
		Package	1264 x 780 x 150	1386 x 843 x 158	1606 x 963 x 184
	Weight (kg)	Set without Stand	11.4	13.9	20.6
		Set with Stand	11.6	14.2	20.9
		Package	16	19.5	28.6
	Bezel Width (mm)		W/W : 5.5 (T/S) 12.1 (Bottom)	W/W : 5.5 (T/S) 11.1 (Bottom)	W/W : 5.5 (T/S) 11.1 (Bottom)
	VESA	Screw Size	M8	M8	M8
		Screw Depth	20-22	20-22	20-22
		VESA Spec	200 x 200	200 x 200	400 x 300
Certification	Safety		60065, 62368-1	60065, 62368-1	60065, 62368-1
	EMC		Class B	Class B	Class B

# Note

Model		BE50A-H	BE55A-H	BE65A-H	
Accessory	Included		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
		Mount	N/A	N/A	N/A
		Specialty	N/A	N/A	N/A
		Media Player	USB M / player	USB M / player	USB M / player
Video	Picture Engine		Crystal Processor 4K	Crystal Processor 4K	Crystal Processor 4K
	HDR10+		Yes	Yes	Yes
Audio	Dolby Digital Plus		Yes	Yes	Yes
	Sound Output (RMS)		20W	20W	20W
	Speaker Type		2CH (10W+10W)	2CH (10W+10W)	2CH (10W+10W)
	Woofer		N/A	N/A	N/A
	Bluetooth Audio		Yes	Yes	Yes
Broadcasting System	Digital Broadcasting		ISDB-T	ISDB-T	ISDB-T
	DTV Sound System		Dolby	Dolby	Dolby
	Analog Tuner		Yes	Yes	Yes
	CI (Common Interface)		N/A	N/A	N/A
Smart Service	Smart TV Type		Smart	Smart	Smart
	Operating System		Tizen™	Tizen™	Tizen™
	Supported		Samsung businessTV, Web browser, Netflix, Amazon Prime, Google Play Movies & TV, Youtube, etc	Samsung businessTV, Web browser, Netflix, Amazon Prime, Google Play Movies & TV, Youtube, etc	Samsung businessTV, Web browser, Netflix, Amazon Prime, Google Play Movies & TV, Youtube, etc
Feature	Orientation		Landscape	Landscape	Landscape
	General	Adaptive Sound	Adaptive Sound	Adaptive Sound	Adaptive Sound
		Instant On	Yes	Yes	Yes
		Game Mode	Yes	Yes	Yes
	Smart	Mobile to TV - Mirroring, DLNA	Yes	Yes	Yes
		Remote Access (PC on TV)	Yes	Yes	Yes
		Easy Setup	Yes	Yes	Yes
		Wired TV On - Samsung WOL	Yes	Yes	Yes
		WiFi Direct	Yes	Yes	Yes
		TV Sound to Mobile	Yes	Yes	Yes
Sound Mirroring		Yes	Yes	Yes	
Remote Control		Simple BT	Simple BT	Simple BT	
Business TV Special	BizTV App (Android, iOS)		Yes	Yes	Yes
	On / Off timer		No	No	No
	Autorun Signage(App auto launch)		No	No	No
	App Pre-installation		Yes	Yes	Yes
	OTN On / Off		No	No	No
	Security Lock	Panel Button Lock	No	No	No
		USB Port Lock	No	No	No
Mobile Connection Menu		No	No	No	

## **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](https://news.samsung.com).

## **Business TV**

For more information about Samsung Business TV, visit [www.samsung.com/business](https://www.samsung.com/business) or [www.samsung.com/displaysolutions](https://www.samsung.com/displaysolutions)

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