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#### The Terrace for business

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

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Samsung Electronics Co., Ltd.  
416, Maetan 3-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 443-772, Korea

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# The Terrace for business

## BHT series

Samsung QLED experience, now outdoors

**SAMSUNG**



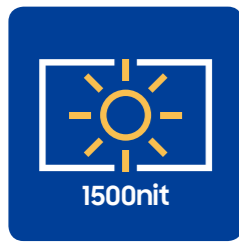
**SAMSUNG**

## Outdoor content demand creates new engagement opportunities

Visual display technology is constantly improving and evolving, while becoming more accessible to businesses. This has opened up a significant market opportunity for business owners looking to communicate and engage with customers in new ways and deliver dynamic, digital messages rather than outdated, static materials. At the same time, there is an increase in demand for content consumption in outdoor environments as consumers expect access to enjoyable content anytime, anywhere.

## Engage customers in any outdoor environment

Samsung is a global leader in visual display technology and consistently creating industry-leading visual display technologies for a variety of use cases, enabling businesses of all sizes to engage customers and uncover new opportunities. The Terrace for business is Samsung's latest innovation, bringing together key features optimized to create the most impactful visual experience in any outdoor environment. QLED 4K picture quality and 1,500 nit brightness ensure superior picture quality and visibility regardless of sunlight, while IP55 grade protections ensures the display can withstand any outdoor conditions. 16/7 operation hours, an extended warranty and intelligent security features protect the display and the business owner, supported by the Business TV app for a simple content management solution to create a cost-efficient and engaging experience for both businesses and their customers.



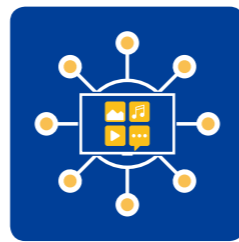
Ultra bright picture quality



Weather-resistant durability



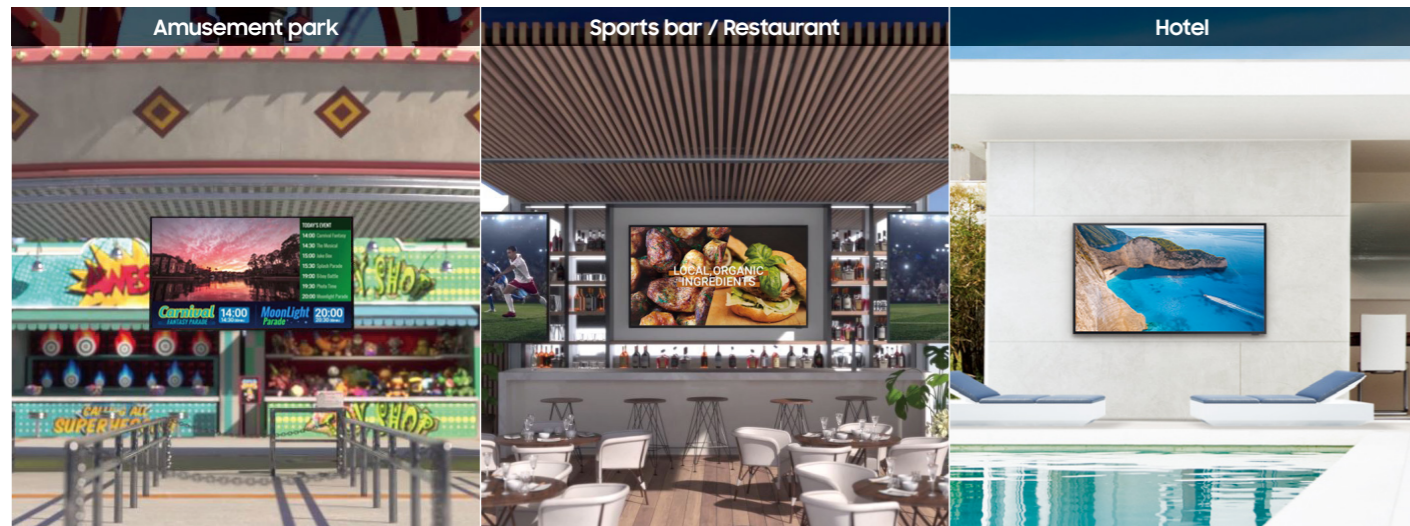
Business grade solutions



Easy content management

## Solution for a wide range of outdoor business needs

The Terrace for business provides flexible functionality suited for a wide range of outdoor retail spaces 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, The Terrace for business is the perfect solution for businesses looking for a straightforward and effective way to communicate with customers.



## Experience bright and brilliant content for your business, even outdoors



### Ultra-bright picture quality, powerful performance

With 4K QLED and the ability to deliver up to 1,500 nit brightness levels, you can now experience superior picture quality and optimized visibility for outdoor environments. Direct full array adjusts dark and light tones scene-by-scene, while Quantum HDR 32x sets an incredible new standard of detail in bold contrast and brightness, powered by 16/7 operation to meet the demands of your business.



### More visibility, less glare

The Terrace for business features impressive anti-reflection technology, greatly reducing TV reflection and glare while also enhancing picture contrast levels. Sunny days are now perfect days to ensure customers can clearly see branding and messages for an engaging content experience.



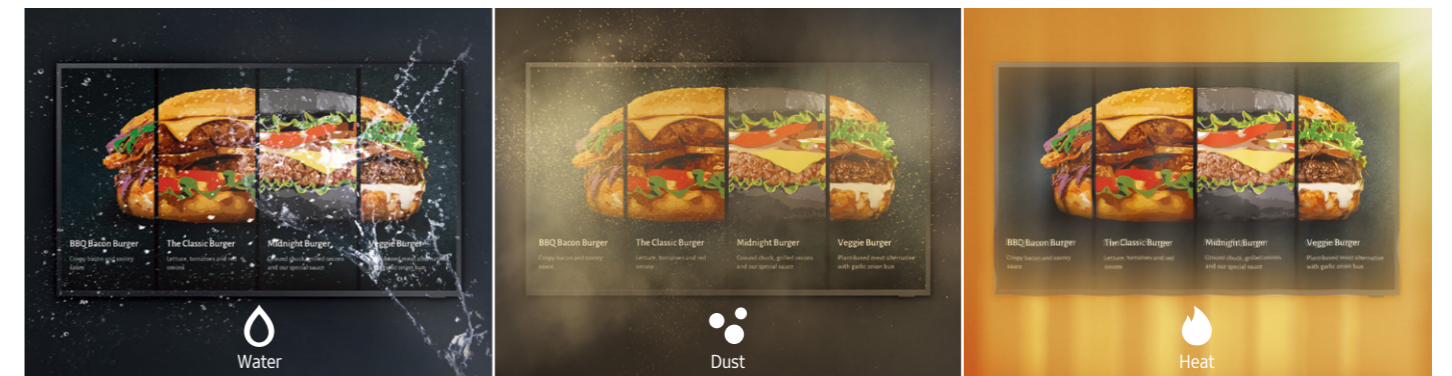
### Surroundings change, picture stays perfect

Actively adapt to the viewing environment by automatically adjusting the brightness. Experience perfect picture, no matter what time of day or the content your customers are watching.



### The ultra-smooth way to experience 4K QLED

The Terrace for business features Color Volume 100% technology which delivers rich and accurate 4K QLED color quality, even in the sunlight. An impressive, high-speed 120Hz refresh rate cuts out the blur between fast-paced images for an ultra-smooth viewing experience when watching sports, movies, and more.



### A TV designed to enjoy outside

The Terrace for business is your year-round business solution for outdoor entertainment. No matter the season, its IP55 weatherproof rating delivers perfect performance and protection from the outdoor elements including humidity, dust and heat.

\* Protection from water and dust based on IP55 (International Protection Rating) standard and operating smoothly at temperatures between -30 to 50°C.  
\* IP55 (Ingress Protection Rating): Degrees of protection provided by enclosures (IEC 60529).

# Simplify your business with the perfect solution



## Control content with your personal device

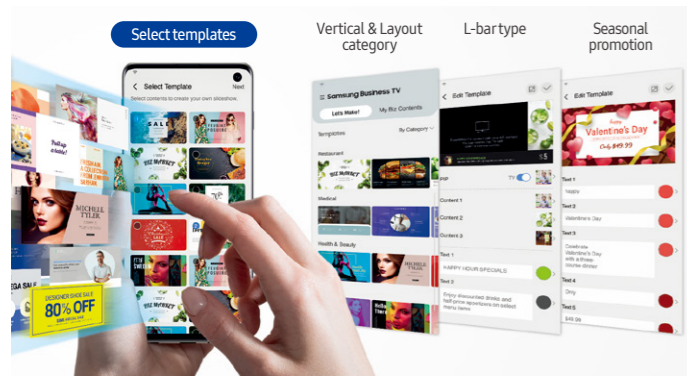
The Samsung Business TV app, available for Android and iOS devices, provides additional convenience by allowing you to remotely manage and control content on connected The Terrace for business.

\* Image simulated for illustration purposes



## Simple setup in minutes

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



## Design content with the click of a button

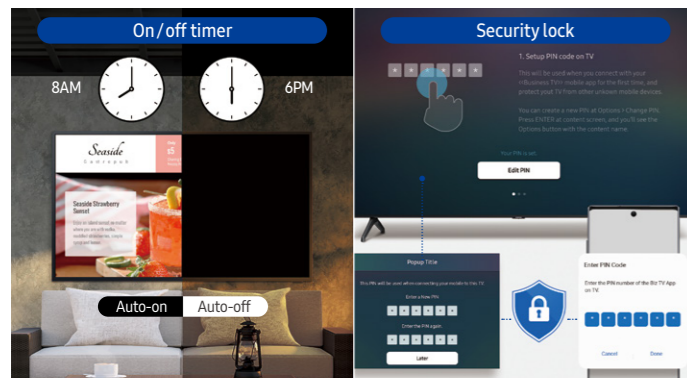
Support more than 100 pre-loaded templates including vertical orientation, L-Bar layouts, motion-embedded, seasonal sale and other pre-designed promotions and advertisements for do-it-yourself content creation.



## 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.

\* Simulated images of Samsung Business TV application provided herein may differ from actual user experience due to application updates.



## 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.



## One cable, clutter-free connectivity

No longer need to buy a separate HDBase-T receiver to connect your external devices to The Terrace for business—there's one already built-in. Simply plug in the cable, and you're ready to go. Its built-in Media Bay provides additional support for media sticks and protection from snow, rain and dust.

\* Speaker must be purchased separately.

# Specification

Model		BH55T	BH65T	BH75T	
Video	Size (Inch)	55	65	75	
	Resolution	3,840 x 2,160	3,840 x 2,160	3,840 x 2,160	
	Brightness(Typ.)	1,500nit	1,500nit	1,500nit	
	Picture Engine	Quantum Processor 4K	Quantum Processor 4K	Quantum Processor 4K	
	Motion Rate	MR240	MR240	MR240	
	HDR10+	Yes	Yes	Yes	
Audio	Anti-Reflection	Yes	Yes	Yes	
	Dolby Digital Plus	Yes	Yes	Yes	
	Speaker Type	2 CH	2 CH	2 CH	
	Woofer	N/A	N/A	N/A	
	Bluetooth Audio	Yes	Yes	Yes	
	Connectivity	Input	VIDEO	HDMI (3), HDBaseT	HDMI (3), HDBaseT
AUDIO			N/A	N/A	N/A
USB			USB (1)	USB (1)	USB (1)
RF (Terrestrial / Cable / Satellite)			1 / 1(Common Use for Terrestrial) / 0	1 / 1(Common Use for Terrestrial) / 0	1 / 1(Common Use for Terrestrial) / 0
Output		VIDEO	N/A	N/A	N/A
		AUDIO	Mini Jack, Optical	Mini Jack, Optical	Mini Jack, Optical
External Control		RJ45, RS232C	RJ45, RS232C	RJ45, RS232C	
External Sensor		Ambient	Ambient	Ambient	
Wireless		WiFi5, BT4.2	WiFi5, BT4.2	WiFi5, BT4.2	
Power		Power Consumption (W)	Max	TBD	TBD
	Energy Saving Mode		TBD	TBD	TBD
	Stand-by		TBD	TBD	TBD
	Typical		TBD	TBD	TBD
Design	Color	Bezel Type	SNB	SNB	SNB
		Color	Titan Black	Titan Black	Titan Black
	Stand Type	Front	N/A	N/A	N/A
		Stand	N/A	N/A	N/A
Mechanical	Dimension (mm)	Swivel (Left/Right)	N/A	N/A	N/A
		Set without Stand	1247.4 x 720.9 x 59.8	1466.3 x 851.1 x 59.8	1692.0 x 981.6 x 59.9
		Set with Stand	1247.4 x 720.9 x 59.8	1466.3 x 851.1 x 59.8	1692.0 x 981.6 x 59.9
	Weight (kg)	Package	1404 x 846 x 208	1710 x 1035 x 215	1859 x 1141 x 215
		Set without Stand	29.3	37.1	50.3
		Set with Stand	29.3	37.1	50.3
VESA	Package	36.1	48.2	61.8	
	Screw Size	M8	M8	M8	
	Screw depth	11.8	11.8	11.8	
	VESA Spec	200 x 200	400 x 400	400 x 400	
Certification	Safety	60065	60065	60065	
	EMC	Class B	Class B	Class B	
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	N/A	N/A
		Mount	N/A	N/A	
Broadcasting System	Digital Broadcasting	ATSC/ClearQAM	ATSC/ClearQAM	ATSC/ClearQAM	
	DTV Sound System	Dolby	Dolby	Dolby	
	Analog Tuner	Yes	Yes	Yes	
	Twin Tuner	N/A	N/A	N/A	
Smart service	CI (Common Interface)	N/A	N/A	N/A	
	Smart TV Type	Smart	Smart	Smart	
Additional Feature	Operating System	Smart TV Type	Smart	Smart	
		Operating System	Tizen™	Tizen™	
	Supported	Youtube, Bixby, Multi Voice Assistant, Web Browser, Multi-View, Wifi Direct, Sound mirroring	Youtube, Bixby, Multi Voice Assistant, Web Browser, Multi-View, Wifi Direct, Sound mirroring	Youtube, Bixby, Multi Voice Assistant, Web Browser, Multi-View, Wifi Direct, Sound mirroring	
	IP55 rated	YES	YES	YES	
	Adaptive Picture	YES	YES	YES	
	BizTV App (Android, iOS)	YES	YES	YES	
	On/Off timer	YES	YES	YES	
	Autorun Signage(App auto launch)	YES	YES	YES	
	App pre-installation	YES	YES	YES	
	Security lock	YES	YES	YES	
Panel button lock	YES	YES	YES		
USB port lock	YES	YES	YES		
IR Pass through	YES	YES	YES		