The Sero for business

BST series

Mobile, visual communication, better on your business

In response to increasing consumer appetite for mobile-first content, Samsung introduced The Sero - the world's first mobile-friendly TV for consumer market. Now, The Sero's unique viewing experience is available as a commercial display allowing businesses to showcase professional mobile-centric content. The screen rotates based on the orientation of the content, eliminating the barriers that often come when trying to display portrait-oriented mobile video in a professional setting. Whether it's a vertical video, poster, photo, or digital clock, all content is displayed beautifully, as intended. The efficient, space-saving stand eliminates the need for any additional installation and blends seamlessly into any business environment. The smart visual design is supported by a front-firing speaker and multi-channel Bluetooth speaker. Visual content is guaranteed to capture attention with UHD resolution, QLED 100% color volume and AI upscaling for businesses to open a world of possibilities when showcasing content.

Highlights

- Simple rotating screen and content scheduling with rotation mode
- Streamlined design that blends seamlessly into any space
- Easy movement of display with wheel at any place
- Premium, embedded audio for impressive sound delivery
- Powerful QLED technology to deliver stunning picture quality with 100% color volume

SAMSUNG

Businesses are experiencing increased demand to deliver engaging content

Visual display technology is constantly improving and evolving, while becoming more accessible to businesses. At the same time, businesses are seeing increased demand from customers for high resolution, captivating content. Mobile-first content is one example of this as consumption has increased and consumers expect to consume content in mobile formats. This desire of customers to consume quality content in any shape, size, orientation – in any place at any time – means businesses have an opportunity through high-quality content to communicate and engage in unique ways and deliver dynamic, digital messages rather than outdated, static materials.

The Sero for business meets demands of modern consumers

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 Sero for business is Samsung's latest innovation, offering a vertical design to complement any business environment. The intelligent design is powered with the latest features, including speakers for music playback and UHD level QLED SMART technology for an optimized and eye-catching visual solution.
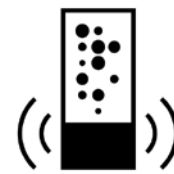
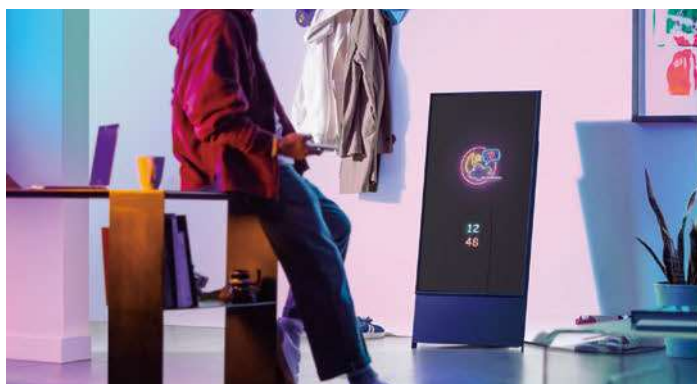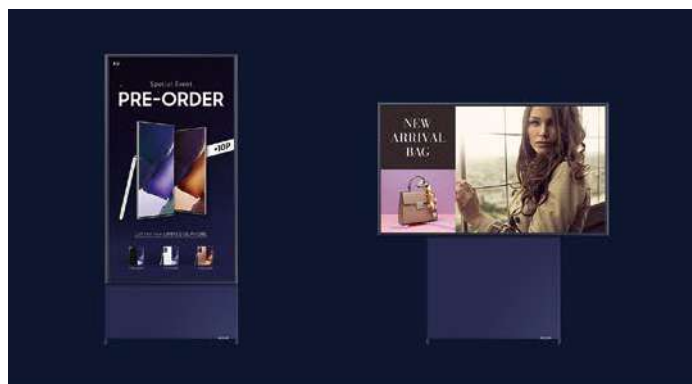**Rotating screen**   **Content scheduling**   **Movable stand**   **Premium sound**

Upgrade any business environment for enhanced value

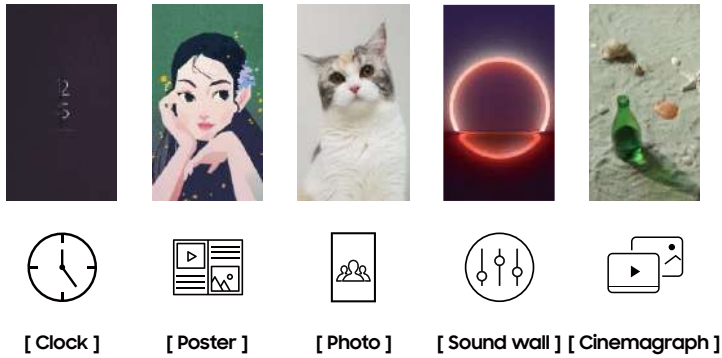## A display as distinctive as your business
Create a polished aesthetic for any business with a space-saving and modern design. The streamlined features of the display include a unique pivoting design opening up a world of possibilities to showcase your content.

Show content in its native format
Any type of content can be displayed with enhanced versatility. Landscape mode is perfect for traditional video and portrait orientation ensures ideal viewing for mobile-first content and applications.

Intelligent design, intuitive features - in any environment

[Clock]   [Poster]   [Photo]   [Sound wall] [Cinemagraph]

A new look for any business

The streamlined design blends seamlessly into any space. When not showing your content, the display can still transform any room with one of five modes – clock, poster, photo, sound wall or cinemagraph.

Easy relocation

The display's wheel stand allows for easy relocation for special events, meetings or storage ensuring you are always getting the most out of your display, even when space is limited.
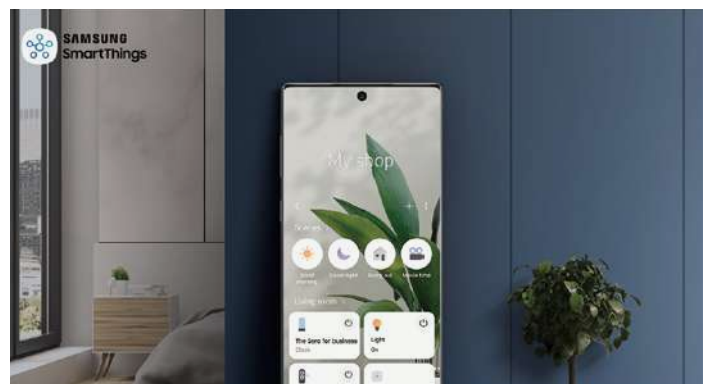
* The Sero Wheel is sold separately.

Simple content sharing with Tap View

To show content from a personal mobile device on the TV, simply tap it to the bezel of the display. Tap View enables instant content sharing from personal devices to The Sero for business screen.

* Compatible devices only.
* Compatible devices may vary by region.
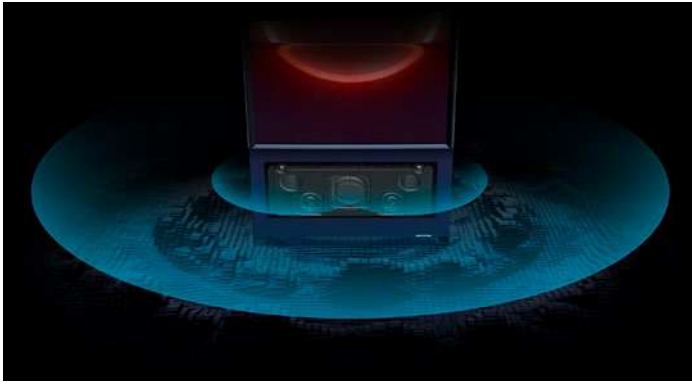* This service only works when TV and mobile are on.

Smart experience with Samsung app

Take content from a mobile device and instantly display it on the TV. With Samsung's SmartThings app, connecting to the display via an Android or iOS device couldn't be simpler.
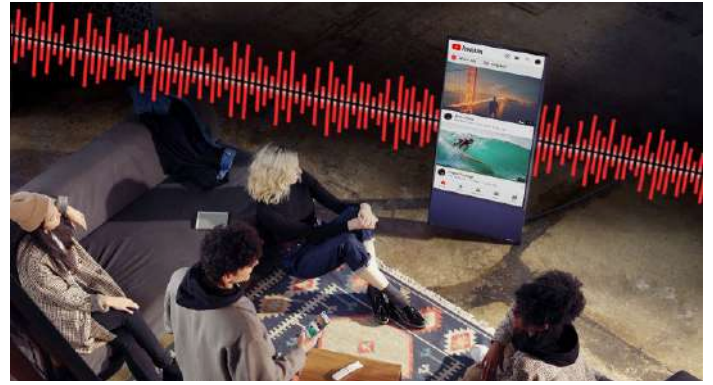
* Each device must be connected to Wi-Fi or other wireless network.
* Must download and install the SmartThings app.
* SmartThings compatible devices may vary by region.
* For interoperability through SmartThings, all the devices should be registered with a single Samsung Account.

Perfect picture and immersive sound experiences

Deep, premium sound

The powerful audio system has 4.1ch 60-watt speakers with Dolby Digital Plus to deliver premium sound. The display's speakers are thoughtfully designed to blend in seamlessly to the vertical stand.

Audio that cuts through the clutter

Advanced sound signal processing enables audio spatial intelligence that recognizes when there are potentially distracting sounds around the viewer and automatically clarifies on-screen dialog.

Enjoyable Ambient Mode+

An important feature is Samsung's Ambient Mode+ which turns the display into a beautiful and helpful always-on display when not being used as a TV. Whether displaying business details, or background music, Ambient Mode+ provides options to create the right atmosphere for any business.

* Ambient Mode+ works only when The Sero is in horizontal mode.

Captivate visuals with QLED certified

The attention of potential customers can be captured through the delivery of stunning picture quality and beautiful colors. The display delivers 100% color volume that shows realistic colors for bright and dark content.

AI Upscaling

Enjoy 4K picture from any source

From color, texture data, lighting and contrast details, Samsung's proprietary upscaling technology analyzes content scene-by-scene to deliver 4K picture quality even if the original content source is a lower resolution.

* Viewing experience may vary according to types of content and format.

Adaptive Brightness Control

Perfect viewing with Adaptive Picture

With Adaptive Picture, the display senses changes to the ambient lighting environment and adjusts display settings to maintain optimum brightness and contrast for pleasant viewing any time of day or night.

Specifications

Model				BS43T
Panel	Size (Inch)			43
	Type			120Hz Direct LED BLU
	Resolution			3,840 x 2,160
	Brightness(Typ.)			300nit
	Contrast Ratio(Typ.)			1000:1
	Viewing Angle(H/V)			178/178
	Response Time(G-to-G)			8ms
	Display Colors			1.07B
	Color Gamut			72%
	Operation Hour			16/7 *
	Haze			3.5%
	Screen Curvature			N/A, Flat
Connectivity	INPUT	RGB		N/A
		VIDEO		HDMI x 3
		HDCP		HDCP 2.2
		AUDIO		N/A
		USB		USB (2)
		RF (Terrestrial / Cable / Satellite)		1 / 1(Common Use for Terrestrial) / 0 (EU : 1 / 1(Common Use for Terrestrial) / 1)
	OUTPUT	RGB		N/A
		VIDEO		N/A
		AUDIO		N/A
		Power Out		N/A
	External Sensor			Ambient
	Wireless			WiFi5, BT4.2
Design	Bezel Type			VNB
	Color	Front		Navy Blue
		Stand		Navy Blue
	Stand Type			Plate Stand
	Swivel (Left/Right)			N/A
Power	Type			Internal
	Power Supply			NA : AC110-120V 50/60Hz EU : 220-240V 50/60Hz
	Power Consumption	Max (W)		135
		Energy Saving Mode (W)		N/A
		Stand-by (W)		0.5
		Typical		NA 58, KR 99, EU 96, AU 96
Mechanical	Dimension (mm)	Set without Stand		564.7 x 1228.1 x 83.4
		Set with Stand		564.7 x 1200 x 327
		Package		738 x 1365 x 272
	Weight (kg)	Set without Stand		26
		Set with Stand		33.3
		Package		40.5
	Bezel Width (mm)			16.3
	VESA	Screw Size		N/A
		Screw depth		N/A
		VESA Spec		N/A
Certification	Safety			UL, IEC60065
	EMC			Class B
Accessory	Included			Remote Control, Batteries, User Manual, Power Cable
	Optional	Stand		N/A
		Mount		N/A
		Specialty		N/A
		Media Player		N/A
Video	Picture Engine			Quantum Processor 4K
	HDR10+			Yes
Audio	Dolby Digital Plus			Yes
	Sound Output (RMS)			60W
	Speaker Type			4.1CH
	Woofer			Yes
	Bluetooth Audio			Yes
Broadcasting System	Digital Broadcasting			KR : ATSC 3.0 NA : ATSC EU : DVB-T2CS2 AU : DVB-T(T2 Ready)
	DTV Sound System			Dolby
	Analog Tuner			Yes
	CI (Common Interface)			NA, KR, AU : N/A EU : CI+(1.4)
Smart Service	Smart TV Type			Smart
	Operating System			Tizen 5.5
	Supported			Apps : Youtube, WebBrowser, SmartThings
Feature	General	Adaptive Sound		Adaptive Sound+
		Instant On		Yes
		Game Mode		Yes
	Smart	Mobile to TV - Mirroring, DLNA		Yes
		Remote Access		Yes
		Easy Setup		Yes
		Wired TV On - Samsung WOL		N/A
		WiFi Direct		Yes
		TV Sound to Mobile		Yes
		Sound Mirroring		Yes
Business TV Special	Business TV App (Android, iOS)			N/A
	On/Off timer			Off Timer, Sleep Timer supported
	Autorun Signage(App auto launch)			N/A
	App pre-installation			Yes
	OTN On/Off			Yes
	Security Lock	Panel button lock		N/A
		Usb port lock		N/A
		Mobile Connection menu		N/A

* This feature may vary by region.

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.

The Sero for business

For more information about Samsung The Sero for business,
visit www.samsung.com/business or www.samsung.com/displaysolutions

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

2020-09

SAMSUNG