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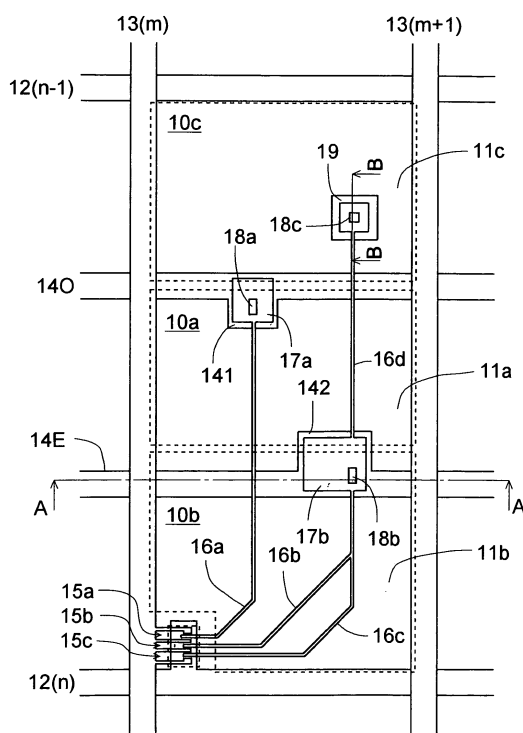
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(54) **Liquid crystal display**

(57) A segmented-pixel liquid crystal display has a plurality of pixels of which each has three sub-pixels 10a-10c, namely one middle and two side sub-pixels, arranged next to one another in the column or row direction. The sub-pixels 10a-10c have different brightness levels when the pixel as a whole is in a given middle halftone state, and the middle subpixel 10a has the highest brightness level. This eliminates unnaturalness as is conventionally produced when an image with a straight border is displayed, and further improves the gamma characteristic.

FIG.1





EUROPEAN SEARCH REPORT

Application Number
EP 08 01 3136

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The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 26 November 2008	Examiner Stang, Ingo
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

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**ANNEX TO THE EUROPEAN SEARCH REPORT
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The members are as contained in the European Patent Office EDP file on
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专利名称(译)	液晶显示器		
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优先权	2004293218 2004-10-06 JP		
其他公开文献	EP1978398A2 EP1978398B1		
外部链接	Espacenet		

摘要(译)

分段像素液晶显示器具有多个像素，每个像素具有三个子像素10a-10c，即一个中间和两个侧子像素，在列方向或行方向上彼此相邻排列。当像素整体处于给定的中间半色调状态时，子像素10a-10c具有不同的亮度等级，并且中间子像素10a具有最高的亮度等级。这消除了当显示具有直边界的图像时传统上产生的不自然，并且进一步改善了伽玛特性。

FIG. 1

