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(54) **LIQUID CRYSTAL DISPLAY DEVICE  
DISPLAYING COLOURED SEGMENTS AND  
TIMEPIECE FITTED WITH THE SAME**

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(58) **Field of Classification Search** ..... None  
See application file for complete search history.

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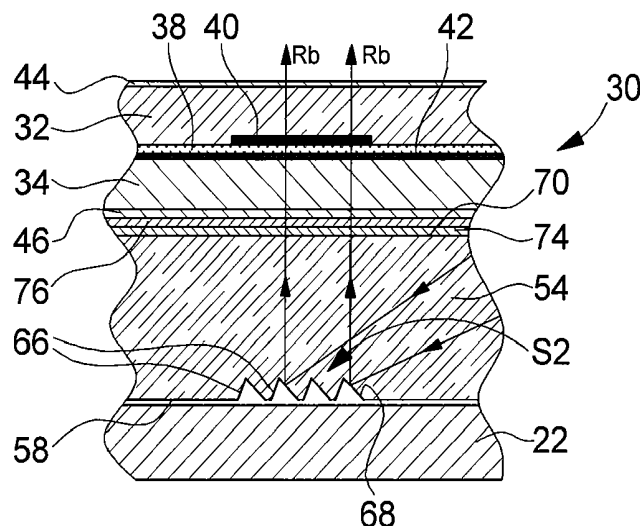
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(57) **ABSTRACT**

The invention proposes a liquid crystal (38) display device (12) including a liquid crystal (38) cell (30), a control unit (26), and a backlighting module (48) including at least a first (50) and a second (52) light source of different colours which transmit light rays (Rr, Rb) inside a light guide (54), characterized in that the light guide (54) includes a plurality of prisms (64, 66) which deflect the light rays (Rr, Rb) towards the display face (28), a first series (S1) of prisms (64, 66) being orientated towards the first light source (50) and a second series (S2) of prisms (52) being orientated towards the second light source (52), and in that the prisms (64, 66) are distributed in zones of the light guide (54) which are located underneath the electrodes (40). The invention also proposes a timepiece (10) fitted with this device (12).

**14 Claims, 2 Drawing Sheets**



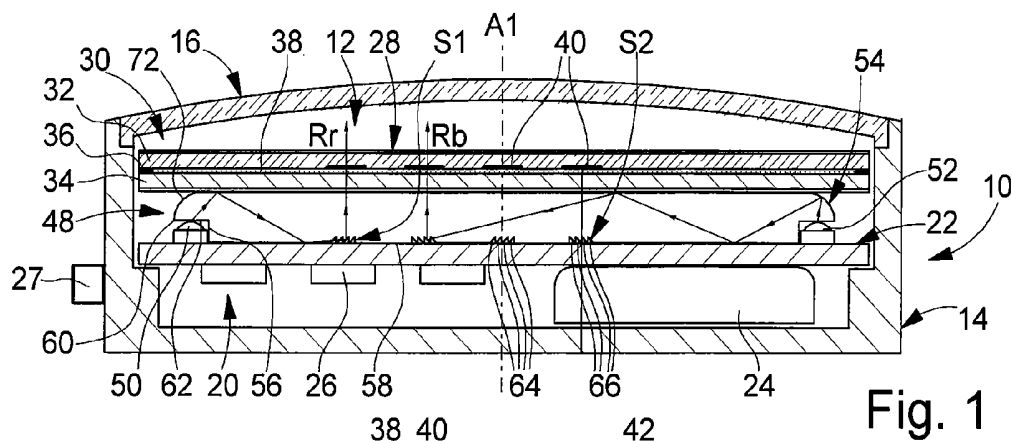


Fig. 1

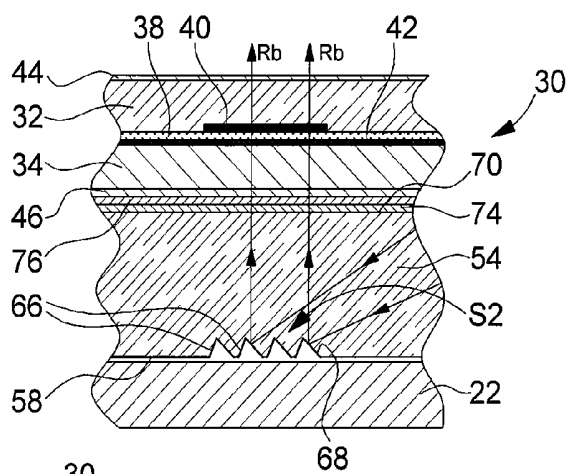


Fig. 2

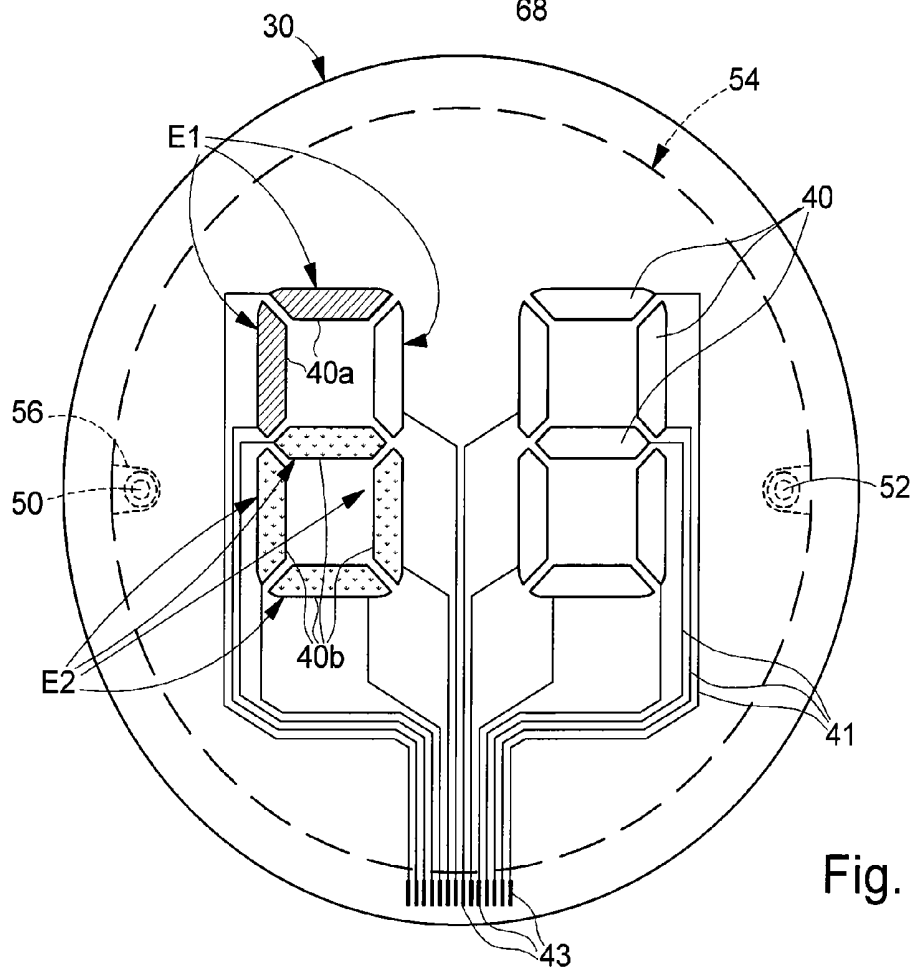


Fig. 3

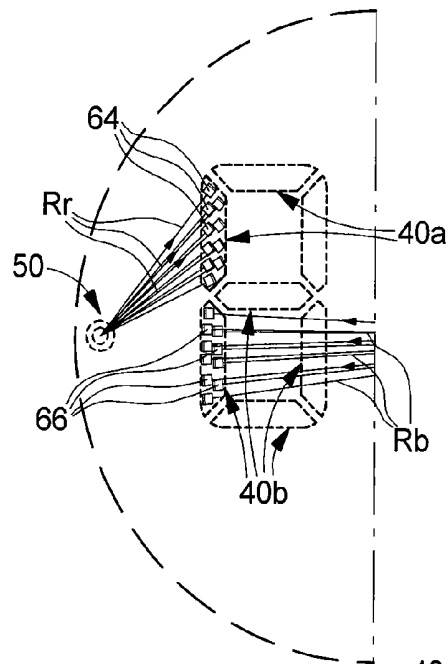


Fig. 4

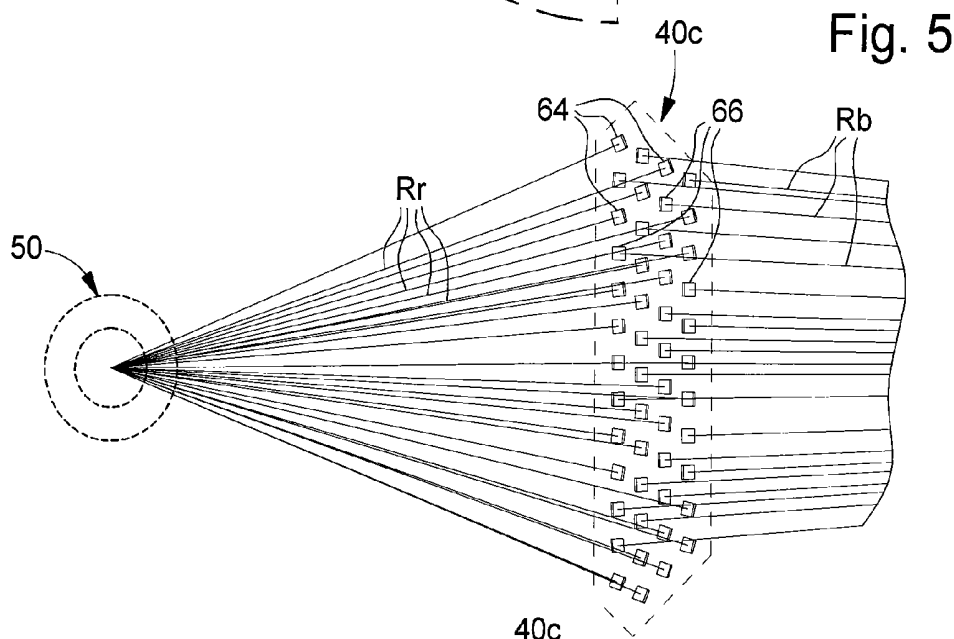


Fig. 5

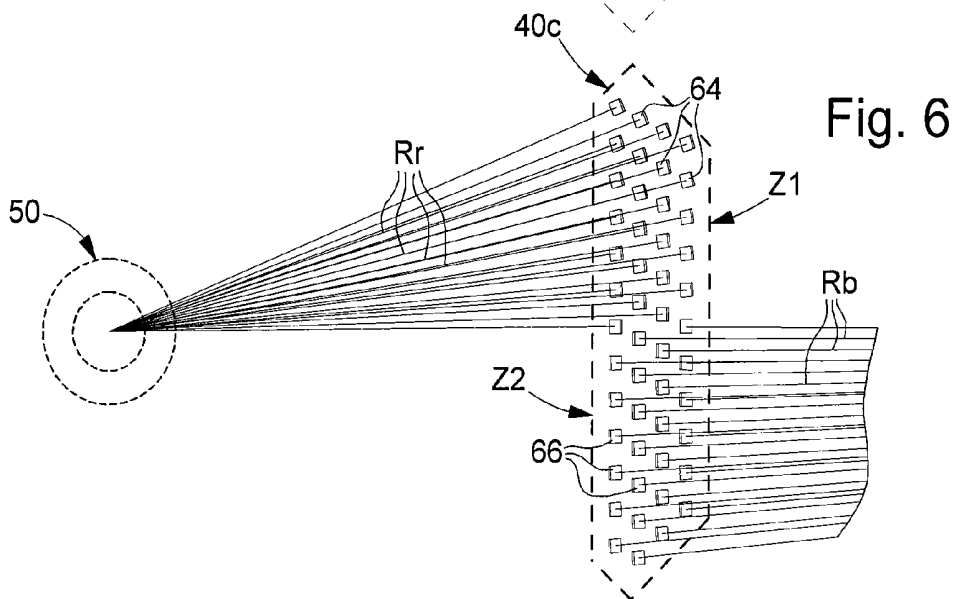


Fig. 6

# LIQUID CRYSTAL DISPLAY DEVICE DISPLAYING COLOURED SEGMENTS AND TIMEPIECE FITTED WITH THE SAME

This is a National Phase Application in the United States of International Patent Application No. PCT/EP2007/051619 filed Feb. 20, 2007, which claims priority on European Patent Application No. 06110432.9, filed Feb. 27, 2006. The entire disclosures of the above patent applications are hereby incorporated by reference.

## FIELD OF THE INVENTION

The present invention concerns a liquid crystal display device of the type with segment display and a timepiece comprising this display device, particularly a wristwatch.

## BACKGROUND OF THE INVENTION

This type of display device, in which the display face is considered to be orientated upwards, includes in particular:

- a liquid crystal cell comprising at least a top substrate and a bottom substrate, at least two electrodes and at least one counter-electrode which are structured on the opposite faces of the two substrates, each electrode representing a figurative pattern or a portion of a figurative pattern,
- a control unit which controls the liquid crystal cell by applying a control voltage of determined value between a selected electrode and the counter-electrode so as to alter the orientation of the liquid crystals and to cause the display of the corresponding figurative patterns, and
- a backlighting module, arranged under the liquid crystal cell, on the side opposite to the display face, comprising at least a first and a second light source of different colours, which transmit light rays inside at least one light guide.

This type of display device has the advantage of being inexpensive, since the technology used for the liquid crystal cell, called the segment display, is simple and tested. It uses electrodes in the shape of segments of characters which allows a simplified electronic circuit to be used, the powering of each electrode or segment being directly controlled in an all or nothing mode, and the counter-electrode, generally in the form of a plate, being earthed. Control of this type of liquid crystal cell does not therefore require the lines and columns to be scanned, as in a matrix type display, which, in addition to simplifying the electronic control circuit, makes the display patterns easier to read.

Generally, liquid crystal segment display cells are monochrome. The display segments appear for example in black, when a reflective film is placed under the cell and said segments are powered to prevent light being reflected onto the display face. The display segments can also appear in the colour of the light source of the backlighting module.

In order to increase the display possibilities and improve aesthetic appearance, it has been proposed to make the display device multicoloured by using a backlighting module comprising several light sources of different transmission colours.

A display device of this type is disclosed in JP Patent No 3217818 A. In this document, the segment display control, character display control and light source lighting control are synchronised via a central control circuit so as to allow each segment to be successively displayed in one of the colours.

This solution is not completely satisfactory since it requires a complicated electronic control circuit to achieve

synchronisation. Moreover, at any given instant, all of the displayed segments are lit with the same colour, or the same mixture of colour obtained by lighting several sources simultaneously.

It is an object of the present invention to overcome the aforementioned drawbacks by proposing a display device that is simpler to manufacture and simpler to control. It is also an object of the present invention to propose a display device having an improved light output and thus improved legibility of the patterns to be displayed.

## SUMMARY OF THE INVENTION

The invention thus proposes a display device of the previously described type, characterized in that at least one face of the light guide is provided with prisms, which deflect the light rays from the first source towards the display face, a first series of prisms being orientated towards the first light source to deflect the light rays from the first source and a second series of prisms being orientated towards the second light source to deflect the light rays from the second source, and in that the prisms are selectively distributed in the zones of the light guide, which are located underneath the electrodes, such that the light rays emitted by the light sources are distributed and concentrated on the electrodes.

Owing to the display device according to the invention, it is possible to make an economical multi-coloured display device. Indeed, this display device enjoys a backlighting system with a high light output since most of the light emitted by the light sources is used for lighting portions of the patterns. Luminous energy is not wasted lighting zones of the cell not used for the display.

According to an advantageous embodiment, the first series of prisms is arranged underneath a first series of electrodes, and the second series of prisms is arranged underneath a second series of electrodes distinct from the first series. Thus, the control circuit for the backlighting device can be very simple. Indeed, the colour of the figurative patterns is determined by construction. Thus, the light sources need simply to be all switched on simultaneously and the figurative patterns are displayed in predefined colours.

According to another advantageous embodiment, at least one electrode corresponding to a figurative pattern, called a multi-coloured pattern, is arranged above prisms belonging to the first and second series, so as to allow the multi-coloured pattern to be selectively displayed in:

- a first colour corresponding to the prisms of the first series, when the first light source is on and the other light source is off;
- a second colour corresponding to the prisms of the second series, when the second light source is on and the other light source is off;
- a combination of colours when both sources are simultaneously on.

According to a first version of this embodiment, the prisms of the first and second series are interlaced underneath the electrode corresponding to the multi-coloured pattern so that simultaneously switching on both light sources produces a new colour corresponding to the superposition of the two initial colours.

According to a second version of this embodiment, the prisms of the first series and the prisms of the second series are regrouped in distinct zones, underneath the electrode corresponding to the multi-coloured pattern, to allow the display of the multi-coloured pattern in several coloured zones when both light sources are simultaneously switched on.

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This embodiment thus allows great freedom as to the design of the patterns to be displayed, without it being necessary to provide a complex control circuit, since one light source need only be switched on or off.

Preferably, the figurative patterns are characters and each electrode has the shape of a character segment, which simplifies the making of the display device and the control thereof.

Advantageously, an absorbing polarizer of the transmissive type is arranged on the bottom face of the liquid crystal cell and a reflective polarizer of the transmissive type is arranged above the light guide and the absorbing polarizer. Moreover a reflective polarizer of the transmissive type is arranged above the liquid crystal cell. Owing to these reflective polarizers, a better contrast is obtained between the figurative patterns displayed and the background on which they appear. Moreover, these reflective polarizers make the figurative patterns that are not selected invisible to the observer.

Preferably, the light guide has the shape of a plate, which facilitates arrangement of the latter underneath the liquid crystal display cell by minimising its space requirement. An optical diffusion film arranged on the top face of the light guide allows homogenous lighting of the figurative patterns to be obtained.

The present invention thus proposes a timepiece characterized in that it comprises a display device according to one of the preceding features. A timepiece, such as a watch, can thus be made with a multi-coloured display that enjoys low energy consumption, and does not require a complex control circuit.

Advantageously, the timepiece includes a printed circuit board on which are mounted light emitting diodes that form the light sources of the display device, and the light guide is arranged above the printed circuit board. A timepiece with small axial thickness, which is easy to assemble, is thus obtained by using a minimum of components and a minimum of assembly operations.

#### BRIEF DESCRIPTION OF THE DRAWINGS

Other features and advantages of the present invention will appear more clearly upon reading the following detailed description, made with reference to the annexed drawings, given by way of non-limiting example and in which:

FIG. 1 is an axial cross-section which shows schematically a timepiece fitted with a display device in conformity with the teaching of the invention and in accordance with a first embodiment;

FIG. 2 is an enlarged view of a detail of FIG. 1;

FIG. 3 is a top view which shows schematically the liquid crystal display cell of the display device of FIG. 1 and its electrodes;

FIG. 4 is an enlarged top view which shows schematically one portion of the light guide fitted to the display device of FIG. 1 and which illustrates the position of the reflection prisms;

FIG. 5 is a similar view to the preceding one which shows schematically a second embodiment of the invention comprising a multi-coloured display segment;

FIG. 6 is a similar view to the preceding one which shows schematically a variant of the second embodiment wherein the multi-coloured segment comprises several coloured zones.

#### DETAILED DESCRIPTION OF THE ILLUSTRATIVE EMBODIMENTS

In the following description, elements that are identical or similar will be designated by the same reference numerals.

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FIG. 1 shows schematically a timepiece 10 such as a wrist-watch fitted with a liquid crystal display device 12 made in accordance with the teaching of the invention.

Timepiece 10 comprises a case 14, of overall cylindrical shape of axis A1, the top part of which is closed by a protective crystal 16 allowing a user to consult the indications displayed by display device 12 arranged inside case 14.

In the following description, a vertical orientation along axis A1 will be used in a non-limiting manner.

Case 14 contains an electronic control circuit 20, which is arranged here on the bottom face of a printed circuit board 22 and which is powered by a battery 24. Electronic circuit 20 includes, in particular, a control unit 26 for controlling display device 12 in order to display time related data or other data. External control means, such as a push-button 27, can be provided on the external face of case 14 to allow a user to operate electronic circuit 20.

Display device 12, whose display face 28 is orientated upwards, on the side of an observer, comprises a liquid crystal cell 30, which includes a top substrate 32, or front substrate, and a bottom substrate 34, or back substrate. The two substrates 32, 34, in the form of plates, are separated by a sealing frame 36, which defines a volume for confining liquid crystals 38. Cell 30 is preferably of the twisted nematic type.

The structure of cell 30 is illustrated in particular in FIGS. 2 and 3.

Cell 30 comprises a series of electrodes 40, which are structured on the bottom face of top substrate 32, and a counter-electrode 42 in the shape of a plate, which is structured on the top face of bottom substrate 34.

Each electrode 40 represents a portion of a figurative pattern. According to the embodiment shown, each electrode 40 has the shape of a rectilinear segment, and these segments are arranged to form two figures "8", which enables all of the figures from "0" to "9", as well as certain letters, to be shown by selecting the segments displayed at any given moment in an appropriate manner.

Of course, according to variants (not shown) of the invention, electrodes 40 could have more complex shapes, for example one electrode 40 could, by itself, represent a single character, symbol or decorative pattern such as a flower.

Each electrode 40 is connected to an electric supply path that includes, at the end opposite electrode 40, a contact zone 43 for electrically connecting, via connection means (not shown), such as Zebra connectors, electrode 40 to the electric control circuit 20. Contact zones 43 of all of electrodes 40 are aligned here to facilitate this connection. Paths 41 and contact zones 43 are structured on the inner face of top substrate 32 like electrodes 40.

Similarly, counter-electrode 42 includes connection means (not shown) for the electrical connection thereof to electronic control circuit 20.

In a conventional manner, cell 30 includes a top polarising filter 44 and a bottom polarising filter 46, which are respectively arranged on the top face of top substrate 32 and the bottom face of bottom substrate 34. The light polarisation planes of these two filters 44, 46 form between them an angle of ninety degrees.

Advantageously, a reflective type polarising filter, also called a reflective polarizer, forms top polarising filter 44 and the bottom polarising filter 46 is formed by an absorbing type polarising filter, also called an absorbing polarizer.

In this Application, a "reflective polarizer" means a polarising filter that reflects received light upwards, when it is arranged underneath another polarising filter and the two

filters are crossed. With a cell operating in backlighting mode, this type of filter enables segments of the colour of the ambient light to be displayed.

Conversely, an "absorbing polarizer" means a polarising filter that absorbs the light received from above, when it is arranged underneath another polarising filter and the two filters are crossed. With a cell operating in non-backlighting mode, this type of filter enables dark grey segments to be displayed.

Moreover, top polarising filter **44** is chosen from among transmissive type reflective polarizers, i.e. it is provided in order to allow light to pass in both directions.

Bottom polarising filter **46** is chosen from among transmissive type absorbent polarizers with a reflective layer arranged on the side of its bottom face to reflect light upwards. Thus, in the non-backlighting mode, the ambient light that passes through cell **30** is reflected on bottom polarising filter **46** and, in backlighting mode, the light emitted by a backlighting module **48**, located underneath cell **30** passes through bottom polarising filter **46** in the direction of display face **28**.

Cell **30** is controlled by control unit **26** that applies a control voltage of a determined value between a selected electrode **40** and counter-electrode **42** so as to alter the orientation of the liquid crystals and cause the display of the corresponding figurative patterns.

Backlighting module **48** is arranged underneath liquid crystal cell **30**, on the opposite side to display face **28**. It includes here first and second light sources **50, 52** of different colours, which emit light rays **Ri** inside a light guide **54** in the shape of a plate. The first light source **50** emits for example red rays **Rr**, and the second light source **52** emits for example blue rays **Rb**.

Of course, backlighting module **48** can comprise more than two light sources **50, 52**. In such case, several light sources **50, 52** could be the same colour.

According to the embodiment shown here, the light sources **50, 52** are formed by coloured light-emitting diodes **50, 52** which are mounted on the top face of printed circuit board **22** and which are electrically connected to electronic control circuit **20**. These diodes **50, 52** are provided to produce a light beam that generally follows an axial direction orientated upwards. Each diode **50, 52** is received in a notch **56** arranged in the bottom broad face **58** of light guide **54**, in proximity to the peripheral edge **60** of light guide **54**, so that most of the light rays emitted by each diode **50, 52** penetrates light guide **54** through an adapted entry surface **62**.

In accordance with the teaching of the invention, one face of light guide **54**, here its bottom face **58**, is provided with prisms **64, 66**, which deflect light rays **Ri** emitted by diodes **50, 52** towards display face **28**. A first series **S1** of prisms **64** is orientated towards first diode **50** to deflect light rays **Rf** from first diode **50** and a second series **S2** of prisms **66** is orientated towards the second diode **52** to deflect light rays **Rb** from the second diode **52**.

Prisms **64, 66** are formed here by recesses arranged in the bottom face **58** of light guide **54**. Each prism **64, 66** includes a reflection surface **68** whose normal corresponds to the bisector of the angle formed by a first straight line, passing through the reflection surface **68** and the corresponding diode **50, 52**, with a second straight line, passing through the reflecting surface **68** and the eye of the observer. Thus, a certain proportion of the light rays **Ri** emitted by each diode **50, 52** reaches the reflection surface **68** of the associated prisms **64, 66**, either in direct incidence, or after one or more prior reflections on at least one of the bottom and top broad surfaces **58** and **70** of light guide **54**.

Light rays **Ri** which reach reflection surface **68** are reflected upwards in accordance with the principle of total reflection, given their angle of incidence, which produces a backlighting light beam emitted towards display face **28** through cell **30**.

The proportion of light rays **Ri** which are reflected on reflection surface **68** can be adjusted as a function of certain geometrical parameters of a given prism **64, 66**, in particular as a function of the distance separating the associated diode **50, 52** from reflection surface **68** and as a function of the height of prism **64, 66** relative to the thickness of light guide **54**. Those skilled in the art will not encounter any particular difficulty in adapting these parameters as a function of his requirements.

In FIG. 2, the angle between reflection surface **68** and the bottom broad surface **58** is substantially forty-five degrees, such that light rays **Ri** are deflected along a substantially axial direction.

Light guide **54** can be made of any material having the required qualities, including in particular transparency as regards the propagation of light, particularly within the visible range. Preferably, light guide **54** could be made of a PMMA (methyl polymetacrylate) type plastic material, by injection, replication, or by any other suitable method, the advantages of these solutions mainly residing in the facility of the corresponding manufacturing methods and in the low cost price of the finished product for large scale manufacture.

Using current manufacturing techniques, one could envisage making prisms **64, 66** having dimensions of the order of 10  $\mu$ m. Moreover, the reflection surface **68** could take various flat or curved shapes, for modulating the shape of the reflected beam and making it slightly divergent, for example.

According to a variant (not shown), prisms **64, 66** could project over one of the broad faces **58, 70** of light guide **54**.

Advantageously, the peripheral portion **72** and top face **70** of light guide **54** is curved towards the bottom face **58**, such that the light rays emitted by diodes **50, 52** towards peripheral edge **60** of light guide **54** can be totally reflected onto the peripheral portion **72** and thus deflected towards prisms **64, 66** arranged in the central part of light guide **54**.

Of course, according to a variant (not shown), diodes **50, 52** could be provided for transmitting light radially towards axis **A1**. Diodes **50, 52** would then have to be arranged radially opposite an axial entry surface **62**.

According to another feature of the invention, prisms **64, 66** are distributed in zones of light guide **54** that are located underneath electrodes **40**, such that the light rays **R1** derived from the top face **70** of light guide **54** are concentrated on electrodes **40**. Thus, prisms **66** reproduce overall the contour of electrodes **40** on bottom face **58** of light guide **54**.

Prisms **64, 66** are located solely facing electrodes **40**. Outside the zones located underneath electrodes **40**, light guide **54** does not comprise any prisms **64, 66**. Consequently, light guide **54** transmits light rays **Ri** solely upwards facing electrodes **40**.

According to a first embodiment, shown in FIGS. 1 to 4, the first series **S1** of prisms **64** is arranged underneath a first series **E1** of electrodes **40**, and the second series **S2** of prisms **66** is arranged underneath a second series **E2** of electrodes **40** distinct from the first series. Thus, each electrode **40** can only be lit by a single diode **50, 52** and the backlighting colour thereof corresponds to the colour of the diode **50, 52** which lights it.

Preferably, an optical diffusion film **74** is arranged on the top face **70** of light guide **54**. This optical film **74** is used for

diffusing the light emitted by light guide **54** transversely above prisms **64**, **66** and to light each electrode **40** homogeneously.

According to variants, optical film **74** could be a focussing or structuring film for the light transmitted by light guide **54**, depending upon the backlighting effect sought.

Advantageously, cell **30** comprises a bottom transmissive type reflective polarizer, which is inserted between the bottom polarising filter **46** and optical film **74**. The function of this bottom reflective polarizer **76** will be explained hereinafter.

Display device **12** according to the first embodiment operates as follows.

In the non-backlighting mode, also called the reflective mode, the backlighting module **30** is not powered and the ambient lighting is used to obtain a contrast between the displayed segments, which correspond to powered electrodes **40**, and the non-displayed segments, which corresponds to non-powered electrodes **40**. The operation of display device **12** is conventional and the displayed segments corresponding to powered electrodes **40** appear in the colour of the ambient lighting.

The light from the ambient lighting passes through the top polarizing filter **44** then cell **30** before being reflected onto the reflective layer of the bottom polarizing filter **46**, then returning along the same path in the opposite direction towards display face **28**.

In the backlit mode, backlighting module **30** is powered and the segments corresponding to powered electrodes **40** each appear in a determined colour.

In the backlit mode, the two diodes **50**, **52** are simultaneously lit. Consequently, light guide **54** emits red light rays **Rr** under electrodes **40** of the first series **E1** and blue light rays **Rb** under the electrodes **40** of the second series **E2**.

When electronic circuit **20** powers a determined electrode **40** to display the corresponding segment on the side of display face **28**, the liquid crystals located underneath this electrode **40** are orientated so as to allow the light emitted by the backlighting module **48** pass under this electrode **40**.

For example, in FIG. 3, the character "6" is displayed by powering electrodes **40a**, **40b** corresponding to the display of this character. Since electrodes **40a** belong to the first series **E1**, the two corresponding segments are displayed in red since prisms **64** located underneath those segments are orientated towards red diode **50**. Since electrodes **40b** belong to the second series **E2**, the four corresponding segments are displayed in blue since prisms **66** located underneath these segments are orientated towards blue diode **52**.

According to this embodiment, each display segment is always lit by the same diode **50**, **52**.

According to a second embodiment, which is shown in FIG. 5, at least one electrode **40c** corresponding to a multicoloured segment is arranged above prisms **64**, **66** belonging to the first series **S1** and to the second series **S2**. Moreover, prisms **64**, **66** of the first series **S1** and the second series **S2** are interlaced. Thus, this embodiment enables the multicoloured segment to be selectively displayed in several colours depending upon which diodes **50**, **52** are lit.

When the red diode **50** is lit and the blue diode **52** is not lit, and the electrode **40c** corresponding to the multicoloured segment is being powered, the multicoloured segment is lit in red.

When the blue diode **52** is lit and the red diode **50** is not lit and the electrode **40c** corresponding to the multicoloured segment is being powered, the multicoloured segment is lit in blue.

When both diodes **50**, **52** are simultaneously lit, and the electrode **40c** corresponding to the multicoloured segment is being powered, the red light and the blue light of the two diodes **50**, **52** mix to display the multicoloured segment in magenta.

According to a variant of the second embodiment, illustrated by FIG. 6, the prisms **64** of the first series **S1** and the prisms **66** of the second series **S2** are regrouped in distinct zones **Z1**, **Z2**, underneath the electrode **40c** corresponding to the multicoloured segment, to allow the multicoloured segment to be displayed in several coloured zones **Z1**, **Z2** when the two diodes **50**, **52** are simultaneously lit. This embodiment allows a large variety in the appearance of the multicoloured segments, which can appear with multicoloured stripes or with multicoloured circles.

Of course, the two embodiments previously described can be combined so that certain segments are multicoloured and others are displayed in a single colour.

The use of a reflective polarizer for the top polarising film **44** has the advantage of improving the light output, and thus the brilliance of the displayed segments, since it allows more light to pass than an absorbing type filter.

Moreover, the outwardly reflective effect of top polarising filter **44** decreases the visibility of the non-displayed segments for the observer. Indeed, it is to be noted that the visual effect obtained by means of the top polarising filter **44** prevents the observer from distinguishing the low quantity of light that manages to pass through cell **30** at the non-powered electrodes **40**.

In the backlit mode, the bottom reflective polarizer **76** also decreases the visibility of the non-displayed segments. Indeed, when light guide **54** emits light underneath all of electrodes **40**, including the non-powered electrodes **40**, a certain quantity of transmitted light manages to pass through cell **30** at the non-powered electrodes **40**, which can make the non-selected segments visible to the observer. The bottom reflective polarizer **76** minimises this quantity of undesired light. This is due in particular to the reflection of one part of light rays **Rr**, **Rb** onto the bottom reflective polarizer **76**.

The invention claimed is:

1. A liquid crystal display device including a display face orientated towards the top of the device, on the side of an observer, said device including:

a liquid crystal cell including at least one top substrate and one bottom substrate, at least two electrodes and at least one counter-electrode which are structured on the opposite faces of the two substrates, each electrode representing a figurative pattern or a portion of a figurative pattern;

a control unit which controls the liquid crystal cell by applying a control voltage of a determined value between a selected electrode and the counter-electrode so as to alter the orientation of the liquid crystals and cause the display of the corresponding figurative patterns, and

a backlighting module arranged underneath the liquid crystal cell, on the side opposite the display face, including at least a first and a second light source of different colours which emit light rays inside at least one light guide,

wherein the light guide includes a plurality of prisms which deflect the light rays towards the display face, a first series of prisms being orientated towards the first light source to deflect the light rays emitted by the first source and a second series of prisms being orientated towards the second light source to deflect the light rays emitted by the second source, and wherein the prisms are distributed in zones of the light guide which are located

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underneath the electrodes, so that the light rays coming from the top face of the light guide are concentrated on the electrodes.

2. The display device according to claim 1, wherein the first series of prisms is arranged underneath a first series of electrodes, and wherein the second series of prisms is arranged underneath a second series of electrodes distinct from the first series.

3. The display device according to claim 1, wherein at least one electrode corresponding to a figurative pattern called the multicoloured pattern is arranged above prisms belonging to the first and the second series, so as to allow the selective display of the multicoloured pattern in:

- a first colour corresponding to the prisms of the first series when the first light source is lit and the other is not lit,
- a second colour corresponding to the prisms of the second series, when the second light source is lit and the other is not lit,
- a combination of colours when both light sources are simultaneously lit.

4. The display device according to claim 3, wherein the prisms of the first and the second series are interlaced underneath the electrode corresponding to the multicoloured pattern so that simultaneously lighting both light sources produces a new colour corresponding to the superposition of the two initial colours.

5. The display device according to claim 3, wherein the prisms of the first series and the prisms of the second series are regrouped in distinct zones underneath the electrode corresponding to the multicoloured pattern, to display the multicoloured pattern in several coloured zones when both light sources are simultaneously lit.

6. The display device according to claim 1, wherein the figurative patterns are characters and wherein each electrode has the shape of a character segment.

7. The display device according to claim 1, wherein an absorbing polarizer of the transmissive type is arranged on the

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bottom face of the liquid crystal cell and wherein a reflective polarizer of the transmissive type is arranged between the light guide and the absorbent polarizer.

8. The display device according to claim 1, wherein a reflective polarizer of the transmissive type is arranged above the liquid crystal cell.

9. The display device according to claim 1, wherein an optical diffusion film is arranged on the top face of the light guide.

10. The display device according to claim 1, wherein the light guide has the shape of a plate.

11. A timepiece, wherein it includes a display device according to claim 1.

12. The timepiece according to claim 11, wherein it includes a printed circuit board on which are mounted light emitting diodes which form the light sources of the display device, and wherein the light guide is arranged above the printed circuit board.

13. The display device according to claim 2, wherein at least one electrode corresponding to a figurative pattern called the multicoloured pattern is arranged above prisms belonging to the first and the second series, so as to allow the selective display of the multicoloured pattern in:

- a first colour corresponding to the prisms of the first series when the first light source is lit and the other is not lit,
- a second colour corresponding to the prisms of the second series, when the second light source is lit and the other is not lit,
- a combination of colours when both light sources are simultaneously lit.

14. The display device according to claim 13, wherein the prisms of the first and the second series are interlaced underneath the electrode corresponding to the multicoloured pattern so that simultaneously lighting both light sources produces a new colour corresponding to the superposition of the two initial colours.

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