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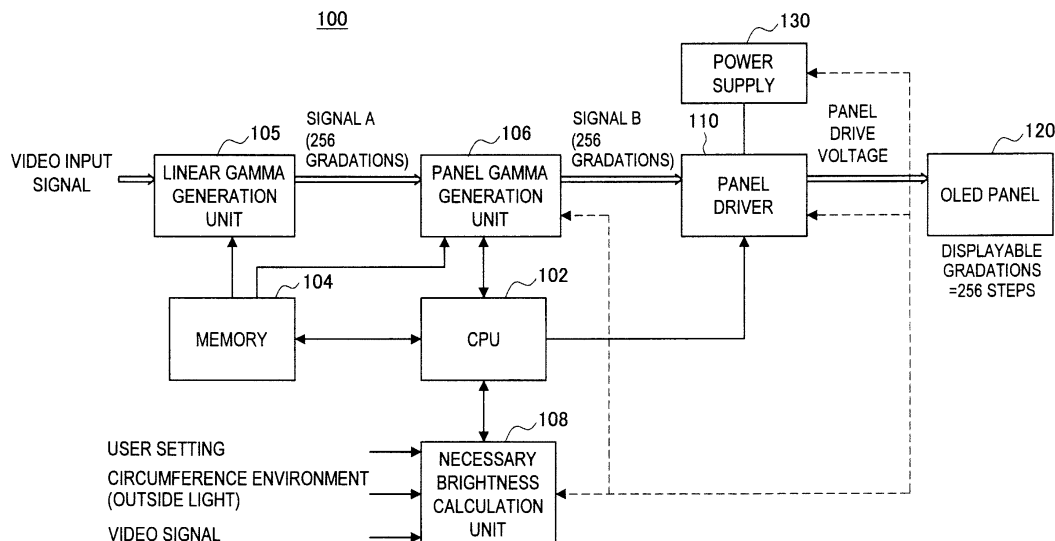
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(54) **Self light emitting display device and method for driving self light emitting display device**

(57) A self light emitting display device (100) is provided which includes a panel driver (110) which changes a maximum voltage supplied to the self light emitting display panel (120) according to the necessary maximum brightness, a storage unit (104) which holds data related to a reverse gamma characteristic that is opposite to a gamma characteristic between an amount of light emitted from the self light emitting display panel and a voltage supplied from the panel driver to the self light emitting

display panel, and a panel gamma generation unit (106) which generates an output signal based on the reverse gamma characteristic by changing an applicable range of the reverse gamma characteristic according to the necessary maximum brightness while maintaining the same gradations as those when the self light emitting display panel emits light at a displayable maximum brightness. The panel driver drives the self light emitting display panel based on the output signal.

FIG.1





EUROPEAN SEARCH REPORT

Application Number
EP 10 16 8048

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	EP 1 962 268 A1 (SAMSUNG SDI CO LTD [KR]) 27 August 2008 (2008-08-27) * figures 1,3,5 *	1-4	INV. G09G3/32
X	EP 1 962 267 A1 (SAMSUNG SDI CO LTD [KR]) SAMSUNG MOBILE DISPLAY CO LTD [KR]) 27 August 2008 (2008-08-27) * figures 1,3,4,5a,5b *	1-4	
			TECHNICAL FIELDS SEARCHED (IPC)
			G09G
The present search report has been drawn up for all claims			
Place of search Munich		Date of completion of the search 24 October 2011	Examiner Fulcheri, Alessandro
CATEGORY OF CITED DOCUMENTS		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	
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			

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**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 10 16 8048

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on
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24-10-2011

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专利名称(译)	自发光显示装置和用于驱动自发光显示装置的方法		
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申请(专利权)人(译)	索尼公司		
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其他公开文献	EP2284824A2		
外部链接	Espacenet		

摘要(译)

提供一种自发光显示装置 (100) , 其包括面板驱动器 (110) , 其根据所需的最大亮度改变提供给自发光显示面板 (120) 的最大电压, 存储单元 (104) 保持与从自发光显示面板发射的光量和从面板驱动器提供给自发光显示面板的电压之间的伽马特性相反的反伽马特性相关的数据, 以及面板伽马生成单元 (106) 通过根据必要的最大亮度改变反伽马特性的适用范围, 同时保持与自发光显示板以可显示的最大亮度发光的相同的灰度, 产生基于反伽马特性的输出信号。面板驱动器基于输出信号驱动自发光显示面板。

