(Abstract)

DRIVING METHOD FOR ELECTRO-OPTICAL APPARATUS, DRIVING CIRCUIT THEREFOR, ELECTRO-OPTICAL APPARATUS, AND ELECTRONIC EQUIPMENT

[OBJECT] It is to obtain high-quality display by suppressing display unevenness.

[SOLVING MEANS] Sub-pixels 120a, 120b, and 120c are disposed correspondingly to each set of the intersections between 3m pairs of paired scanning lines 112, which are formed in such a manner as to extend in the X-direction, and n pairs of paired data lines, which are a digital data line 114 and an analog data line and extend in the Y-direction. Further, a set of sub-pixels consecutively arranged in the Y-direction is driven as one pixel 120. In this case, in a first mode, each of the sub-pixels of one pixel turns on or off according to gradation data representing the gradation level of this pixel. Further, in a second mode, a voltage signal representing the gradation level of this pixel is applied to the sub-pixels of one pixel. Furthermore, in a first case of the second mode, the voltage signals are supplied by the first data line driving circuit 180 in line sequence. Moreover, in a second case of the second mode, voltage signals are supplied by a second data line driving circuit 190 in point sequence.

[SELECTED FIGURE] FIG. 2