

THIS SHEET HAS BEEN
REPLACED

ABSTRACT

To provide a colorful timepiece capable of displaying in multiple colors at a low power consumption and with a low development cost using a typical monochrome liquid crystal driving IC, a birefringence color liquid crystal display device (17) and a driving module (27) for driving the liquid crystal display device are installed inside a case (25) with a cover glass. A time display portion displaying normal time in a single color and a mark display portion displaying in a plurality of colors, are provided in a display portion of the liquid crystal display device (17). A liquid crystal driving circuit for driving the liquid crystal display device (17) to supply a scanning signal to scanning electrodes for the time display portion and a data signal to data electrodes for the mark display portion, is provided in the driving module (27).

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