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ABSTRACT OF THE DISCLOSURE



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LIQUID CRYSTAL DISPLAY DEVICE

In order to reduce the scale of drive ICs and to prevent uneven display in signal line selective drive, in this liquid crystal display device, for each group in which one video output line corresponds to N signal lines, the signal line is switched and connected to the video output line via an analog switch ASW. Thus, the number of the video output lines is reduced to 1/N. Moreover, as to an Lth scan line, for each of the groups, a signal line to which a video signal having its polarity inverted between an L-1th scan line and the Lth scan line is supplied is selected first and a signal line to which a video signal having its polarity not inverted is supplied is selected later. Thus, a video signal in which a polarity is not inverted and no potential change occurs is supplied to the signal line later.

Fig. 4