ABSTRACT OF THE DISCLOSURE

A definite multiple color image of a large size is scrolling displayed with a small number of light emitting cells. A physical screen which includes sixteen (16) dots in one column and thirty (30) dots in one row is formed from ten (10) light emitting cell column sets Si (RCi, GCi, BCi) connected to each other like a belt. The physical screen is regarded as an imaginary screen which includes sixteen (16) dots in one column and fifty seven (57) (= 30 + 3 x 9) dots in one row. When the red light emitting cell column RCi in a certain light emitting cell column set Si is controlled and driven with red data for a certain column (k) selected at intervals, the green light emitting cell column GCi is controlled and driven with green data for an adjacent column (k+1) to the selected column (k), and the blue light emitting cell column BCi is controlled and driven with blue data for a further adjacent column (k+2).