

ABSTRACT

LIQUID CRYSTAL DISPLAY DEVICE

In a liquid crystal display device (100) according to an embodiment of the present invention, a plurality of color display pixels (CP) include three or more pixels (P) which exhibit different colors. The pixels (P) include a first sub-pixel (SP1) electrically connected to a first source bus line (SA) via a first TFT (T1) and a second sub-pixel (SP2) electrically connected to a second source bus line (SB) via a second TFT (T2). The control circuit (15) is configured to generate a first display signal voltage and a second display signal voltage that are to be supplied to the first sub-pixel (SP1) and the second sub-pixel (SP2) of a pixel (P) based on a grayscale level to be exhibited by the pixel (P) and grayscale levels to be exhibited by two or more remaining pixels (P) included in a color display pixel (CP) to which the pixel (P) belongs that are indicated by an input display signal, and output the generated first and second display signal voltages to the first source bus line (SA) and the second source bus line (SB), respectively.

Figure 1