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A B S T R A C T

A display apparatus is provided which can perform display of high visibility with the load on a power supply for supplying power to display elements. A display screen (2) is provided with a plurality of pixels (11) arranged in an array. Each pixel includes a display element (20) and a driving circuit (Tr, C, SW1) for supplying the display element with a current corresponding to a video signal. A display state detection circuit (3) detects the display state of the display screen (2) twice or more within a one-frame period. A dimming circuit (4) varies a current supply time to supply a current from the driving circuit to the display element (20), in accordance with an output from the display state detection circuit (3), and performs dimming control twice or more within a one-frame period.