

VIDEO DISPLAY METHOD

[ABSTRACT]

- 5 A video display method which allows a visible light communication signal to be appropriately transmitted includes: generating an image having a stripe pattern as a visible light communication image (SL21) ; calculating average luminance of the visible light communication image (SL22); generating a visible light
10 superimposition image by superimposing the visible light communication image only on, among one or more sub-images included in an image of a video signal that is displayed in the frame, a sub-image that is displayed in a specific sub-frame that is, among one or more sub-frames in each of which a corresponding one of the
15 one or more sub-images is displayed, a sub-frame for representing the average luminance calculated (SL23); and displaying the visible light superimposition image in the specific sub-frame (SL24).

Figure 72A