

ABSTRACT

A self-luminous image display apparatus of the present invention includes an output section for displaying an image, a reflection section provided on a rear side of the output section with a reflective surface thereof facing the output section, and a light-emitting section provided on a rear side of the output section. The output section includes a linear polarization device provided so as to cover a display surface for transmitting only predetermined linearly-polarized light of ambient light, and a retardation film provided closer to the light-emitting section than the linear polarization device for turning the linearly-polarized light transmitted through the linear polarization device into circularly-polarized light. The linear polarization device has a degree of polarization greater than 70.0%.



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