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(71) Applicant (for all designated States except US): **QUALCOMM INCORPORATED** [US/US]; Attn: International IP Administration, 5775 Morehouse Drive, San Diego, California 92121 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **IRANLI, Ali** [US/US]; 5775 Morehouse Drive, San Diego, California 92121 (US).

(74) Agent: **BACHAND, Richard, A.**; 5775 Morehouse Drive, San Diego, California 92121 (US).

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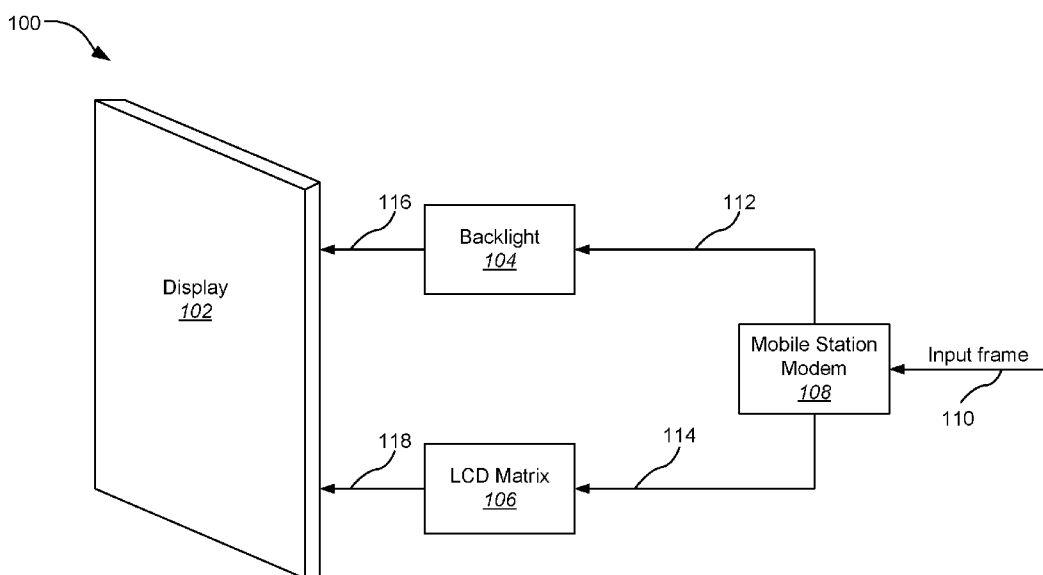


FIG. 1

(57) Abstract: A method for reducing power consumption in a device through a content adaptive display is described. A frame of an image is received. A backlight value is calculated. A scaling factor is calculated. The backlight value is applied to a backlight. The scaling factor is applied to a matrix of pixels to obtain a scaled matrix of pixels. The scaled matrix of pixels is displayed.

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