

DISPLAY METHOD

ABSTRACT

5 A display method capable of reducing the probability of
communication error without causing significant deterioration of
picture quality includes: specifying (SL21), as a specified light
emission period, a light emission period in which light emission is
performed for greater than or equal to a time required for transmitting
10 a block included in a visible light communication signal, out of one or
more light emission periods in which light emission is performed for
displaying an image included in a video signal; and transmitting
(SL22) the block of the visible light communication signal by
luminance changing in the specified light emission period.

15 Figure 32 A

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