

[DESCRIPTION]

[Title of Invention] DISPLAY METHOD

[Technical Field]

[0001]

5 The present disclosure relates to a display method for displaying an image included in a video signal.

[Background Art]

[0002]

10 Communication techniques using visible light have been proposed. For example, as in Patent Literature 1 and 2, there are proposed techniques for superimposing communication information onto normal video using visible light, in a display device including a display, a projector, and so on.

[Citation List]

15 [Patent Literature]

[0003]

[PTL 1] Japanese Unexamined Patent Application Publication No. 2007-43706

20 [PTL 2] Japanese Unexamined Patent Application Publication No. 2009-212768

[Summary of Invention]

[Technical Problem]

[0004]

25 However, in the conventional display methods, there is the problem that it is difficult to reduce the probability of communication error without causing deterioration of image quality.

[0005]

30 In view of this, the present disclosure provides a display method, and so on, capable of (i) transmitting a visible light communication signal without causing significant deterioration of image quality of an image to be displayed, and (ii) reducing probability of communication error occurring during the transmission.

[Solution to Problem]

[0006]

35 A display method according to the present disclosure is a

display method for representing, when an image included in a video signal is displayed on a per frame basis, a tone level of luminance of the image by controlling a light emission period in a frame, the light emission period being a period in which light emission is performed, the display method including: specifying, 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 a signal unit included in a visible light communication signal, out of one or more light emission periods in which light emission is performed for displaying the image included in the video signal; and transmitting the signal unit included in the visible light communication signal by luminance changing in the specified light emission period.

[Advantageous Effects of Invention]

[0007]

According to the present disclosure, the probability of communication error in visible light communication can be reduced without causing significant deterioration of image quality.

[Brief Description of Drawings]

[0008]

[FIG. 1] FIG. 1 is a schematic diagram illustrating a visible light communication system according to Embodiment 1.

[FIG. 2] FIG. 2 is a schematic diagram illustrating a display surface according to Embodiment 1.

[FIG. 3] FIG. 3 is a block diagram illustrating an outline configuration of a display device according to Embodiment 1.

[FIG. 4] FIG. 4 is a schematic diagram illustrating an example of a state in which a visible light communication signal is superimposed onto a backlight signal for video display, according to Embodiment 1.

[FIG. 5] FIG. 5 is a schematic diagram illustrating an example of backlight control according to Embodiment 1.

[FIG. 6A] FIG. 6A is a schematic diagram illustrating an example of a visible light communication signal when duty ratio is changed, according to Embodiment 1.

[FIG. 6B] FIG. 6B is a schematic diagram illustrating an example

of a visible light communication signal and a backlight control signal according to Embodiment 1.

[FIG. 7] FIG. 7 is a schematic diagram for describing a signal when timing for the fall of a visible light communication signal is changed, according to Embodiment 1.

[FIG. 8] FIG. 8 is a schematic diagram illustrating another example of a backlight control signal according to Embodiment 1.

[FIG. 9] FIG. 9 is a block diagram illustrating an outline configuration of a display device according to Embodiment 2.

[FIG. 10] FIG. 10 is a schematic diagram illustrating superimposition between a video signal and a visible light communication signal according to Embodiment 2.

[FIG. 11] FIG. 11 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 12] FIG. 12 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 13] FIG. 13 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 14] FIG. 14 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 15] FIG. 15 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 16] FIG. 16 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 17] FIG. 17 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 18] FIG. 18 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 19] FIG. 19 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 20] FIG. 20 is a schematic diagram of an example of signal transmission according to Embodiment 2.

[FIG. 21] FIG. 21 is a schematic diagram illustrating a method of adaptively switching signal transmission modes during transmission of a visible light communication signal using an element such as a

single-panel DMD or the like, according to Embodiment 2.

[FIG. 22] FIG. 22 is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 2.

5 [FIG. 23] FIG. 23 is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 2.

[FIG. 24] FIG. 24 is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 10 2.

[FIG. 25A] FIG. 25A is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 2.

[FIG. 25B] FIG. 25B is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 15 2.

[FIG. 25C] FIG. 25C is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 2.

20 [FIG. 25D] FIG. 25D is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 2.

[FIG. 25E] FIG. 25E is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 25 2.

[FIG. 25F] FIG. 25F is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 2.

[FIG. 25G] FIG. 25G is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 30 2.

[FIG. 25H] FIG. 25H is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 2.

35 [FIG. 25I] FIG. 25I is a diagram illustrating an example of a

method of observing luminance of a light emitting unit in Embodiment 2.

[FIG. 26] FIG. 26 is a diagram illustrating an example of each mode of a receiver in Embodiment 2.

5 [FIG. 27] FIG. 27 is a diagram illustrating an example of a method of observing luminance of a light emitting unit in Embodiment 2.

[FIG. 28] FIG. 28 is a diagram illustrating a service provision system using a display method and a reception method described in
10 the foregoing embodiments.

[FIG. 29] FIG. 29 is a flowchart illustrating flow of service provision.

[FIG. 30] FIG. 30 is a flowchart illustrating service provision in another example.

15 [FIG. 31] FIG. 31 is a flowchart illustrating service provision in another example.

[FIG. 32A] FIG. 32A is a flowchart of a display method according to an aspect of the present disclosure.

[FIG. 32B] FIG. 32B is a block diagram of a display device
20 according to an aspect of the present disclosure.

[Description of Embodiments]

[0009]

A display method according to the present disclosure is a display method for representing, when an image included in a video
25 signal is displayed on a per frame basis, a tone level of luminance of the image by controlling a light emission period in a frame, the light emission period being a period in which light emission is performed, the display method including: specifying, as a specified light emission period, a light emission period in which light emission is
30 performed for greater than or equal to a time required for transmitting a signal unit included in a visible light communication signal, out of one or more light emission periods in which light emission is performed for displaying the image included in the video signal; and transmitting the signal unit included in the visible light
35 communication signal by luminance changing in the specified light

emission period.

[0010]

Accordingly, as illustrated in FIG. 10 to be described later, a specified light emission period greater than or equal to a time (period) required for the transmission of a signal unit (for example, a block) of a visible light communication signal is specified out of light emission periods which are for example several sub-frames, and the signal unit is superimposed on the image displayed in the specified light emission period. Therefore, the block is not divided and the signal included in such block can be transmitted continuously, and the probability of communication error can be reduced. In addition, even if luminance changing is performed in the specified light emission period for transmitting the signal unit, it is possible to suppress the changing of the light emission period required for displaying the image within the frame, and thus significant picture quality deterioration can be prevented.

[0011]

For example, in the transmitting, in the case where the specified light emission period is greater than or equal to a time required for transmitting a plurality of signal units including the signal unit, the signal units of the visible light communication signal may be transmitted by luminance changing in the specified light emission period.

[0012]

For example, the display method may further include calculating a whole number in a quotient obtained by dividing each of the one or more light emission periods by the time required for transmitting the signal unit, wherein, in the specifying, a light emission period for which the whole number portion of the quotient is 1 or more may be specified as the specified light emission period, and in the transmitting, signal units equivalent in number to the whole number may be transmitted in the specified light emission period.

[0013]

Furthermore, in the case where the luminance of the image is controlled through each of colors for representing the image, the

transmitting for a first color among the colors and the transmitting for a second color among the colors may be performed in parallel.

[0014]

Accordingly, as illustrated in FIG. 11 to be described later, communication error can be reduced while suppressing picture quality deterioration, even in the so-called 3-chip type.

[0015]

Furthermore, in the case where the luminance of the image is controlled for each of colors for representing the image: in the specifying, a period which is greater than or equal to the time required for transmitting the signal unit may be specified as the specified light emission period, the period including a light emission period for a first color among the colors and a light emission period for a second color among the colors consecutive to the light emission period for the first color; and, in the transmitting, part of the signal unit may be transmitted by luminance changing in the light emission period for the first color, and the remaining part of the signal unit may be transmitted by luminance changing in the light emission period for the second color.

[0016]

Accordingly, as illustrated in FIG. 12 to be described later, since the signal unit of the visible light communication signal is transmitted by relay using the consecutive respective light emission periods of RGB for example.

[0017]

Furthermore, the display method may further include changing a light emission timing for the first color or the second color to make the light emission period for the first color and the light emission period for the second color consecutive, when the light emission period for the first color and the light emission period for the second color are not consecutive.

[0018]

Accordingly, as illustrated in FIG. 12 to be described later, since respective light emission periods of RGB are consecutively arranged for example, the adaptable range for the timing for transmitting the

signal unit of the visible light communication signal can be widened.
[0019]

Furthermore, the display method may further include matching,
in the case the luminance is controlled for each of pixels for
5 representing the image, a start point of a light emission period for a
first pixel among the pixels and a start point of a light emission period
for a second pixel adjacent to the first pixel among the pixels, when
the start points do not match, wherein, in the specifying, a period in
which the light emission period for the first pixel and the light emission
10 period for the second pixel overlap may be specified as the specified
light emission period, and, in the transmitting, the signal unit may be
transmitted by luminance changing by the first pixel and the second
pixel in the specified light emission period.

[0020]

15 Accordingly, as illustrated in FIG. 13 and FIG. 14 to be
described later, since luminance changing is performed by mutually
adjacent pixels, the luminance changing can be made clear, and the
possibility of communication error can be reduced.

[0021]

20 Furthermore, when the frame consists of sub-frames, in the
specifying, a period including two consecutive sub-frames in which
light emission is performed may be created by moving at least one of
two non-consecutive sub-frames in which light emission is performed
for displaying the image included in the video signal, and the period
25 may be specified as the specified light emission period.

[0022]

Accordingly, as illustrated in FIG. 15 to be described later, even
when the respective sub-frames are short, the specified light emission
period is created by making the sub-frames consecutive, and thus the
30 adaptable range for the timing for transmitting the signal unit of the
visible light communication signal can be widened.

[0023]

Furthermore, the display method may further include, in the
case where the frame consists of sub-frames, and each of the one or
35 more light emission periods is any one sub-frame among the

sub-frames, causing light emission in a sub-frame in which light emission is not performed for displaying the image included in the video signal, and which has a period corresponding to a duty ratio of the signal unit. Furthermore, the display method may further include
5 lengthening the specified light emission period for as long as a period in which light emission is suppressed for transmitting the signal unit.
[0024]

Accordingly, as illustrated in FIG. 17 or FIG. 19 to be described later, since the total light emission period for 1 frame becomes long,
10 the deterioration of brightness for displaying an image caused by luminance changing can be suppressed.
[0025]

Here, in recent display devices, particularly display devices such as liquid-crystal displays, and projectors using liquid crystals, a
15 technique called backlight scanning is being adopted for improving picture quality. Backlight scanning is a technique of dividing a display surface into regions and controlling light emission of backlights so that the backlights are sequentially turned on in the respective regions on a regular basis.

20 [0026]

Visible light communication adopts a method of superimposing the visible light communication through the blinking of backlights, as disclosed in Patent Literature 1. As such, since a visible light communication signal cannot be transmitted during the time in which
25 the backlight is off, and such shutoff period becomes a cause for signal transmission error, there is no other way but to stop backlight scanning and perform communication with reduced picture quality.

[0027]

In view of this, a display device according to the present
30 disclosure is a display device capable of outputting a visible light communication signal, which includes: a display panel having a display surface for displaying an image; a display control unit which performs control so as to display a video on the display surface of the display panel based on a video signal; a backlight having a light emission
35 surface for illuminating the display panel; a backlight control unit

which divides the light emission surface of the backlight into plural regions, and controls the light emission in the respective regions of the divided light emission surface, based on the video signal and/or the visible light communication signal. In the case where the video signal and the visible light communication signal are inputted to the backlight control unit and when at least one of the regions out of the divided light emission surface is adopted as a visible light communication region, the backlight control unit performs, in the visible light communication region, light emission control based on the visible light communication signal, and controls the backlight such that light emission control based on the video signal is not performed. [0028]

Accordingly, the visible light communication signal is transmitted without causing significant deterioration of image quality of the image to be displayed, and the probability of communication error occurring during the transmission can be reduced. [0029]

Furthermore, the display control unit may control the display panel so that display of video based on the video signal is performed, for the region corresponding to the visible light communication region out of the display surface of the display panel. [0030]

Furthermore, the display control unit may control the display panel so that luminance is brighter than when the video signal is inputted, for the region corresponding to the visible light communication region out of the display surface of the display panel. [0031]

Furthermore, the backlight control unit may, (i) when the video signal is inputted, control the backlight so that light emission control is performed at a different timing for the respective regions of the divided light emission surface, and, (ii) when the video signal and the visible light communication signal are inputted, control the backlight based on the visible light communication signal for the visible light communication region, and control the backlight so that light emission and non-light emission are performed at different timings for the

respective regions other than the visible light communication region.
[0032]

Furthermore, for two adjacent regions among the respective regions of the divided light emission surface, the duty ratios of the
5 respective regions may be changed according to the difference between the duty ratios of the adjacent regions.
[0033]

Hereinafter, embodiments shall be described in detail with reference to the drawings as necessary. However, there are
10 instances where unnecessarily detailed description shall be omitted. For example, there are instances where detailed description of already well-known matter as well as overlapping description of substantially identical configurations shall be omitted. This is to prevent the subsequent description from becoming unnecessarily verbose, and to
15 facilitate understanding by a person of skill in the art.
[0034]

It should be noted that the drawings and subsequent description are provided by the Applicant in order for a person of ordinary skill in the art to sufficiently understand the present
20 disclosure, and are not intended to limit the scope of the subject matter recited in the Claims.
[0035]

[Embodiment 1]

FIG. 1 is a schematic diagram illustrating a visible light
25 communication system according to Embodiment 1.
[0036]

A display device is capable of displaying video on a display surface 110. Furthermore, a visible light communication signal is also superimposed in the display surface 110. The visible light
30 communication signal transmitted from the display device 100 is received by, for example, a smartphone 200. With this, a user can receive information, and so on, related to the video displayed on the display device 100.
[0037]

35 It should be noted that although the display device 100 is

exemplified in this embodiment by a television which displays a video, a device which projects a video, such as a projector, is also acceptable. Furthermore, although the electronic device which receives the visible light communication signal is exemplified by the smartphone 200, the device is not limited to a smartphone as long as it is an electronic device capable of receiving a visible light communication signal.

[0038]

FIG. 2 is a schematic diagram illustrating the display surface 110 according to Embodiment 1. During the display of video on the display surface 110, light emission of a backlight is controlled for each of plural regions by backlight scanning. In FIG. 2, a state in which the display surface 110 is divided into four regions, namely, regions 111 to 114. Although details will be described later, in this embodiment, region 111, which is one of the plural regions, is used as a region in which visible light communication-based light emission is preferentially performed.

[0039]

FIG. 3 is a block diagram illustrating an outline configuration of the display device 100 according to Embodiment 1. As illustrated in FIG. 3, the display device 100 includes a video signal input unit 120, a video processing unit 130, a display control unit 140, a display panel 150, a visible light communication signal input unit 160, a visible light communication signal processing unit 170, a backlight control unit 180, and a backlight 190.

[0040]

A video signal regarding a video to be displayed on the display panel 150 is inputted to the video signal input unit 120. This video signal is transmitted to the video processing unit 130 and undergoes typical image processing such as image quality processing. The video signal on which the video processing unit 130 has performed image processing is transmitted to the display control unit 140.

[0041]

The display control unit 140 performs control so that video is displayed on the display panel 150, based on the video signal transmitted from the video processing unit 130. The display panel

150 is for example a liquid-crystal panel. The display control unit 140 controls the opening of liquid-crystals, and so on, based on the video signal transmitted from the video processing unit 130.

[0042]

5 A signal to be used in visible light communication is inputted to the visible light communication signal input unit 160. The inputted visible light communication signal is transmitted to the visible light communication signal processing unit 170, and coding of the visible light communication signal, duty ratio processing, and so on, are performed. Furthermore, the video signal is also transmitted from the video processing unit 130 to the visible light communication signal processing unit 170. Information on the brightness of the video, and so on, is included in this video signal. The visible light communication signal processing unit 170 determines which region from among the plural regions illustrated in FIG. 2 is to be used as a visible light communication region. For example, the region in the display surface 110 in which the brightest image is displayed may be set as the visible light communication region. Subsequently, the coded visible light communication signal, information on the visible light communication region, and the video signal are transmitted to the backlight control unit 180.

[0043]

 It should be noted that in the case where the location of the visible light communication region is predetermined, the process regarding the determination of the visible light communication region by the visible light communication signal processing unit 170 as described above need not be performed. In this case, the video signal may be transmitted directly from the video processing unit 130 to the backlight control unit 180.

30 [0044]

 The backlight control unit 180 controls the luminance and timing of the backlight 190 based on the video signal transmitted from the video processing unit 130 or the visible light communication signal processing unit 170. Furthermore, the backlight control unit 180 controls the light emission of the backlight 190 based on the video

signal transmitted from the visible light communication signal processing unit 170.

[0045]

5 The backlight 190 emits light to the display panel 150 from the back side. With this, a viewer can view the video displayed on the display panel 150.

[0046]

10 The light emitting surface of the backlight 190 is divided into plural regions, and backlight scanning can be implemented by performing light emission control sequentially on each of the regions.

[0047]

15 Although details will be described later, in this embodiment, at least one region among the plural regions is used as a visible light communication region. In this visible light communication region, light emission is performed based on the visible light communication signal, but light emission based on the video signal is not performed. In other words, since the visible light communication signal is not superimposed onto the video signal, the visible light communication signal can be transmitted without loss.

20 [0048]

It should be noted that the display panel 150 also displays video in the visible light communication region. Although light emission based on the video signal is not performed in the visible light communication region, light emission based on the visible light communication signal is performed. In other words, the video displayed in the visible light communication region is illuminated by light based on the visible light communication signal. As such, the viewer can view the video on the entirety of the display surface 110 of the display panel 150.

30 [0049]

However, since the video displayed in the visible light communication region is illuminated by light based on the visible light communication signal, there is the possibility that the video is not displayed with the appropriate luminance, and only that region is dark. In the case of a liquid-crystal panel, luminance can be adjusted by

controlling the opening of the liquid crystals. Using this, the display control unit 140 may control the display panel 150 so that the luminance at the visible light communication region is higher than when the video signal is inputted.

5 [0050]

Next, backlight control shall be described. FIG. 4 is a schematic diagram illustrating an example of the state in which a visible light communication signal is superimposed onto a backlight signal for video display.

10 [0051]

In FIG. 4, (a) is an example of a visible light communication signal conforming to, for example, JEITA CP-1222, (b) is an example of a backlight control signal, and (c) illustrates the case in which the visible light communication signal in (a) is superimposed onto the backlight control signal in (b).

15 [0052]

As illustrated in FIG. 4, in the case where the visible light communication signal illustrated in (a) is superimposed onto the backlight control signal illustrated in (b), signals c1 and c2 cannot be superimposed onto the backlight control signal and are thus lost in periods in which the backlight control signal is not transmitted, that is, periods in which the backlight is off, as illustrated in (c). As a result, there is a possibility that visible light communication is not performed properly.

20 [0053]

In view of this, in this embodiment, a region in which visible light communication is preferentially performed is set. FIG. 5 is a schematic diagram for describing signal control according to Embodiment 1.

25 [0054]

In FIG. 5, (a) illustrates an example of a visible light communication signal and a backlight control signal according to Embodiment 1. In Embodiment 1, in order to perform backlight scanning, the backlight is controlled by being divided into the four regions 111 to 114, as illustrated in FIG. 2. In (a) in FIG. 5, backlight

control signals A to D are the backlight control signals for regions 111 to 114, respectively. As illustrated in the figure, the respective backlight control signals are for performing control for sequentially turning the backlight ON/OFF at different timings.

5 [0055]

In FIG. 5, (b) illustrates backlight control according to Embodiment 1. In FIG. 5, (b) illustrates backlight scanning for the case where region 111 is selected as the visible light communication region. As illustrated in (b) in FIG. 5, in region 111, the visible light
10 communication signal is not superimposed onto the backlight control signal A, and thus only backlight light emission control based on the visible light communication signal is performed and backlight light emission control based on the video signal is not performed. On the other hand, in regions 112 to 114, backlight scanning using the
15 backlight control signals B to D corresponding to the respective regions is performed.

[0056]

Accordingly, in region 111, even in a period in which the backlight is normally turned off due to backlight scanning, the visible
20 light communication signal is preferentially outputted, and driving is performed for turning on the backlight in a period in which the visible light communication signal is transmitted and turning off the backlight in a period in which the visible light communication signal is not transmitted.

25 [0057]

Specifically, since the high and low of the visible light communication signal is to be set as the light-on and light-off outputs, this can be achieved by introducing the signal, as is, to the control system which controls the backlight.

30 [0058]

It should be noted that using a light source that uses an LED as the light source of the backlight allows for faster rising from an ON state to an OFF state. Furthermore, since turning on from a non-lit state or turning off from a lighted state takes time when using a
35 conventionally-used cold-cathode tube or the like, high and low may

be distinguished by increasing/decreasing the amount of current to the cold-cathode tube instead of responding by turning ON-OFF. Alternatively, since a cold-cathode tube is driven at a high frequency, it is also possible to respond by changing the frequency. In order to realize such a function, the display device 100 in this embodiment includes, independently, the visible light communication signal processing unit 170 which creates a modulating signal for the visible light communication signal, and the backlight control unit 180 which controls backlight scanning.

10 [0059]

It should be noted that the visible light communication signal may be outputted constantly or outputted in one or more specified periods. When outputting in a specified period, a device for generating signals conveying the start and end of the specified period may be provided. The visible light communication signal processing unit 170 and the backlight control unit 180 may include a mechanism for switching to switch to visible light communication signal transmission control upon receiving a signal conveying the start of the specified period, and switching to normal backlight control upon receiving a signal conveying the end of the predetermined period, switch Specifically, taking into consideration the rise, and so on, in switching, it is preferable to use an element capable of switching using a solid-state semiconductor element.

[0060]

25 Furthermore, although in this embodiment, the visible light communication signal is preferentially outputted in region 111 corresponding to the top portion of the display surface 110, it is sufficient that the region in which the visible light communication signal is preferentially outputted is at least one of the regions of the display surface 110. Furthermore, it is preferable that such region be set to be wide in the case where signal transfer accuracy is to be prioritized, and set to be the narrowest region among the smallest units for backlight scanning in the case where image quality is to be prioritized. Furthermore, taking into consideration the fact that people tend to gaze at the vicinity of the center of the display surface

110, it would be preferable to use the regions at both end portions of the display surface 110. In order to receive these signals, there is a method of receiving the signal using a receiving device conforming to JEITA-CP1222 or an ordinary portable terminal or smartphone, and decoding the signal to obtain information. In addition, with regard to the information transfer scheme, a standard such as JEITA-CP-1223 currently being created or the already-created IEEE-P802.15, and a receiving device corresponding thereto may be used.

[0061]

In addition, although the case of transmitting one visible light communication signal in one region is described in this embodiment, it is also possible to independently transmit a different visible light communication signal in plural regions, preferably, non-consecutive plural regions. Here, two or more circuits for generating modulating signals for visible light communication signals are included, and timing is matched with the control circuit for the backlight scanning of regions to which the respective visible light communication signals are to be transmitted.

[0062]

It should be noted that although one visible light communication signal is set in Embodiment 1, the number of visible light communication signal is not limited to such, and more than one visible light communication signal may be provided and plural visible light communication signals may be superimposed in the respective regions. Here, the video signal passes video related to each of the visible light communication signals, and by transmitting video suggesting transmission of the visible light communication signal, it is possible to obtain the effect of reducing misinterpretation, and thus it is possible to reduce handling of plural signals and user error. By using, as a video related to a visible light communication signal, a video having the highest opening rate possible which allows for a good signal SN ratio, that is, a signal indicating a high white luminance, communication error is drastically reduced. With this, it is possible to display the region of the display surface from which the visible light communication signal is to be transmitted, it is possible to guide a

receiver to face the displayed region, which leads to further improvement in communication precision.

[0063]

By performing control such as that described above,
5 improvement of image quality and communication accuracy can be realized.

[0064]

It should be noted that, in order to further improve image quality, the subsequent control may be performed.

10 [0065]

Specifically, the backlight for the region in which visible light communication is prioritized (for example, region 111 in FIG. 2) and an adjacent region (for example, region 112 in FIG. 2) are controlled in the manner described below.

15 [0066]

Since the luminance in a region in which visible light communication is prioritized is for causing a certain amount of light emission even in a blanking period, a powdering phenomenon is seen during low tone level display. In addition, the average difference in
20 luminance between adjacent regions becomes large, and there are instances in which this results in video in which borders are visible. This can be solved by performing, when a visible light communication signal is superimposed in a blanking period, control for approaching a state in which the visible light communication signal is not
25 superimposed, by raising the average duty of an adjacent region in this period, or maintaining the duty of an adjacent region as is and lowering the average duty of the region in which visible light communication is prioritized.

[0067]

30 Control for changing duty ratio shall be described using FIG. 6A and FIG. 6B. Here, (a) in FIG. 6A is a schematic diagram illustrating a visible light communication signal, and (b) in FIG. 6A is a schematic diagram illustrating a state in which the duty ratio of the visible light communication signal is changed. The duty ratio can be changed by
35 advancing or delaying the signal rise timing of the visible light

communication signal illustrated in (a) in FIG. 6A, in the manner illustrated in (b) in FIG. 6A. Furthermore, as illustrated in FIG. 6B, control may be performed so that a visible light communication signal having a large duty ratio is inputted in period 1 and period 3 in which the backlight control signal is in the ON state, and a visible light communication signal having a small duty ratio is inputted in period 2 and period 3 in which the backlight control signal is in the OFF state. The duty ratio can also be changed with such control.

[0068]

In addition, the duty ratio can also be changed with the subsequently described control.

[0069]

For example, in the receiver-side, aside from being able to receive, as is, the ON/OFF signal that is regularly transmitted on a slot basis in a fixed period, the slot periods are made fixed and not changed as a timing. On that basis, only the rise or fall of a pulse is detected, and the equivalent position of such timing in terms of the original slot time is judged. With this, it is possible to judge whether the equivalent slot is an ON signal or an OFF signal. This shall be described using FIG. 7.

[0070]

FIG. 7 is a schematic diagram for describing a signal when timing for the fall of a visible light communication signal is changed. As illustrated in FIG. 7, for example, when only the rise is considered, light emission is not continued, as is, in the turned on state for 1 slot but is turned off along the way, thus duty can be lowered and a more natural change can be made when the light-on rate of the adjacent region is small. In FIG. 7, the visible light communication signal 72 illustrates the case where control for advancing the fall timing of the visible light communication signal 71. As illustrated in FIG. 7, the light-off periods for the visible light communication signal 72 become longer than the light-off periods for the visible light communication signal 71. Furthermore, due to the same response even in the time span normally equivalent to the blanking period, the image quality of the video to be displayed can approximate the image quality of the

original video in which a signal is not transmitted.

[0071]

Inversely, in a period corresponding to a time span in which the light-on rate of adjacent blocks is high, duty can be raised by advancing the rise timing by, conversely, detecting only the fall, and thus the luminance difference between adjacent regions can be reduced. With such a method, it is possible to perform control such that the average luminance does not change drastically for each block. Furthermore, by using these methods, discontinuous regions caused by the entry of a control signal, which are visible when looking at the entire screen are reduced, and natural images can be provided.

[0072]

In this manner, the luminance difference between adjacent regions can be reduced by making the visible light communication signal rise or fall timing shorter or longer than normal depending on whether the light emitting intensity of an adjacent region is stronger or weaker than the light emitting intensity of the visible light communication region.

[0073]

In order to realize control such as that described above, it is sufficient to use the method described below.

[0074]

First, the video of the region in which visible light communication is prioritized and the adjacent region, and the luminance according to backlight scanning and the visible light communication signal are calculated on a screen frame basis. Then, in view of the difference with the adjacent region, an average duty which does not cause unnatural discontinuity is further calculated, and the average duty between the region in which visible light communication is prioritized and the adjacent region is determined. Then, the time for which the light-on time is to be lengthened or shortened is calculated from one duty, and control is performed to forcibly cause the signal to rise to the ON state or fall to the OFF state according to the passing of such time. By including a mechanism for implementing such an operation, it is possible to provide a monitor

capable of providing a communication signal different from the video signal, without reducing signal transfer accuracy and without significant deterioration in image quality.

[0075]

5 (Modification)

As described above, Embodiment 1 is described as an example of an implementation of the present disclosure. However, the present disclosure is not limited to such, additional effects can be expected by adding a method such as further superimposition with an
10 image signal, responding by changing the backlight scanning sequence, and so on.

[0076]

FIG. 8 illustrates an operation according to a modification of Embodiment 1. FIG. 8 is a diagram for describing a method of
15 backlight scanning in the case where the display surface is divided into eight regions. In FIG. 8, backlight control signals A to H represent backlight control signals corresponding to a different one of the regions.

[0077]

20 Originally, in backlight scanning, an unnecessary time span during writing of image data is divided into blocks, and, to improve contrast, the backlight is turned off in such time. However, in actuality, there is significant leaked light from an adjacent region. As such, it is possible to use the leaked light from the adjacent region and
25 complement the blanking period of backlight scanning. However, in the case of sequential scanning, as indicated by the portions surrounded by a circle in (a) in FIG. 8, when blanking periods of adjacent regions are consecutive, loss of visible light communication signals occurs. As such, there arise problems such as the association
30 with slot partitions in the transfer of visible light communication signals becoming unclear, and so on.

[0078]

As such, as illustrated in (b) in FIG. 8, as indicated by the double-headed arrows, a backlight control signal is necessarily
35 present at least for an adjacent region, and it is also possible to

respond so that blanking periods do not become consecutive, by changing the image data scanning sequence. Although an effect is recognizable for the modification even on its own, the effect is sufficiently produced even when combined with the foregoing embodiment.

[0079]

Although each single coded signal is described in the foregoing embodiment as a single signal, light may be further emitted as an aggregate of high-frequency pulses of two or more sub-carriers in a single signal in order to reduce flicker when seen with the human eye. Furthermore, in such case, the duty ratio of the sub-carriers may be changed as necessary. In addition, instead of having lights off, it is acceptable that a dark period in a sub-carrier is a light-emitting state which is darker than during light-on.

[0080]

Furthermore, as a characteristic of a typical display, gamma correction is performed, and there are cases of correction by a value of 2.2 or, in the case of a digital broadcast signal, a value of 2.4. However, in the superimposing of the visible light communication signal indicated in the embodiment in particular, it is also possible to aim for the effect of reducing signal transmission error by setting the gamma correction value to about a higher 2.4 to 2.8 so that the brightness of the visible light communication signal is higher in the intermediate tone level. Specifically, it is acceptable to adopt a method of controlling the gamma correction value automatically according to an Average Picture Level (APL) or according to a predetermined setting. In addition, when the video signal itself is dark and it is predicted that, even when the signal is transmitted, an error will occur due to deficiency in performance on receiving side, a countermeasure such as temporarily interrupting the signal may be taken. With regard to signals, taking into account that one-way communication is performed regardless of the properties of the screen, adopting a countermeasure of repeatedly transmitting the same signal two or more times and avoiding errors occurring during receiving is also effective.

[0081]

As described above, an embodiment perceived by the Applicant as the best mode and a modification thereof are provided using drawings and detailed descriptions. These are provided to exemplify the subject matter recited in the Claims to a person of ordinary skill in the art by referring to a particular embodiment. Therefore, various changes, substitutions, additions, omissions, and so on, can be performed on the above-described embodiment within the scope of the Claims or equivalents thereof.

10 [0082]

[Embodiment 2]

FIG. 9 is a block diagram illustrating an outline configuration of a display device 4100 according to Embodiment 2. The basic configuration shall be described using FIG. 9.

15 [0083]

As illustrated in FIG. 9, the display device 4100 includes a video signal input unit 4120, a video processing unit 4130, a display control unit 4140, a display unit 4150, a visible light communication signal input unit 4160, a visible light communication signal processing unit 4170, a light source control unit 4180, and a light source 4190.

20 [0084]

A video signal regarding a video to be displayed on the display unit 4150 is inputted to the video signal input unit 4120. This video signal is transmitted to the video processing unit 4130 and undergoes typical image processing such as image quality processing. The video signal on which the video processing unit 4130 has performed image processing is transmitted to the display control unit 4140.

25 [0085]

The display control unit 4140 performs control so that video is displayed on the display unit 4150, based on the video signal transmitted from the video processing unit 4130. The display unit 4150 is for example a digital mirror device (DMD) of a projector. The display control unit 4140 performs DMD control and so on based on the video signal transmitted from the video processing unit 4130.

30 [0086]

A signal (visible light communication signal) to be used in visible light communication is inputted to the visible light communication signal input unit 4160. The inputted visible light communication signal is transmitted to the visible light communication signal processing unit 4170, and the visible light communication signal processing unit 4170 performs coding, duty ratio processing, and so on, on the visible light communication signal. Furthermore, the video signal is also transmitted from the video processing unit 4130 to the visible light communication signal processing unit 4170. Information on the brightness of the video, and so on, is included in this video signal. Subsequently, the coded visible light communication signal, information on the visible light communication region, and the video signal are transmitted to the light source control unit 4180.

[0087]

The light source control unit 4180 controls the blinking and timing of the light source 4190 based on the video signal transmitted from the video processing unit 4130 or the visible light communication signal processing unit 4170. Furthermore, the light source control unit 4180 controls the light emission of the light source 4190 based on the visible light communication signal transmitted from the visible light communication signal processing unit 4170.

[0088]

The light source 4190 emits light to the display unit 4150. With this, a viewer can view the video reflected on the display unit, via a lens, a screen, and so on.

[0089]

Hereinafter, specific description shall be carried out with the description being divided between the case of using weighted sub-frames and the case of using pulse width modulation (PWM).

[0090]

First, the case of using weighted sub-frames shall be described. A sub-frame, which is also called a sub-field, is a unit of time equivalent to one section obtained by partitioning one frame for displaying a single image included in a video signal. In a liquid-crystal display which allows adjustment of per unit time light

emission energy or a variable-resistance electro-luminescence (EL) display, and so on, luminance can be changed without dividing into sub-frames, by adjusting the per unit time light emission energy. However, when this is insufficient, it is possible to divide one frame
5 into several sub-frames to increase the number of representable luminances (number of cases; number of tone levels). Furthermore, there are also cases in which tone level representation is performed in combination with the control of light emission in each sub-frame. Furthermore, tone level representation is performed using only the
10 light emission time for a type of display that does not allow the per unit time light emission energy to be adjusted and for which primary colors are separated according to the cell arrangement, that is, a plasma display or a fixed-resistance EL display, or some DMD-type projectors or a display using micro electro mechanical systems (MEMS).
15 Furthermore, in these devices, and so on, basically, weighted sub-frames are created, light emission is turned ON or OFF for the entire period of each sub-frame, and the total of the weights of the sub-frames that are ON is expressed as the tone level. In the lowest case, for example, for 8 bits, the numerical values 0 to 255 can be
20 represented without redundancy using the combination of 2 to the nth power ($n = 0$ to 7).

[0091]

However, in an actual display, for a video where, for example, temporal switching between tone levels 127 and 128 is repeated, there
25 are instances where a different video is falsely seen due to the configuration of the video in conjunction with a person's eye movement. In view of this, there are many instances where measures are taken to intentionally create redundancy to avoid such an extreme change in the combination of sub-frames. Here, in order
30 to simplify description, description shall be made for the case of performing 8-bit tone level display without redundancy, that is, the case where the nth sub-frame is represented by the combination of 2 to the $(n-1)$ th power ($n = 1$ to 8), and the nth sub-frame shall be referred to as nSF. It should be noted that the present method is very
35 effective for display devices of the type which has a light source or

backlight, and allows for independent driving of tone level representation and separate light source or backlight blinking operation, and not the self-luminous type such as a projector or display using MEMS.

5 [0092]

For example, specific description shall be carried out exemplifying the case of having an independent DMD for each of the three primary colors RGB. As described earlier, since a frame is divided into several sub-frames of different lengths, the light from a light source is not necessarily derived continuously for a period of at least one unit (hereafter referred to as 1 block) for transmitting a visible light communication signal.

[0093]

As an example, a schematic diagram illustrating the superimposing of a video signal and a visible light communication signal according to this embodiment is illustrated in FIG. 10. The case where the length (period) of a signal for 1 block is greater than 6SF and less than or equal to 7SF shall be described. Since a signal is not transmitted when the tone level of the luminance outputted by the DMD is from tone level 0 to tone level 63, and light emission is surely performed for 7SF when the tone level is from tone level 64 to tone level 127, the light source control unit 4180 superimposes the visible light communication signal onto the light of the light source in the period of 7SF (that is, the video to be reflected in the 7SF). In other words, the light source control unit 4180 specifies, as a specified light emission period, a light emission period (for example, 7SF) in which light emission is performed for at least the time required for the transmission of a signal unit (block) making up the visible light communication signal, among at least one light emission periods in which light emission is performed in order to display an image included in the video signal. Then, the light source control unit 4180 transmits the block, which is a signal unit of the visible light communication signal, by causing the light source 4190 to change luminance in the specified light emission period.

35 [0094]

From tone level 128 to tone level 191, the visible light communication signal is superimposed in the period of 8SF. From tone level 192 and above, when the visible light communication signal is superimposed onto the light of the light source 4190 in either or both the periods of 7SF and 8SF, transmission of the signal becomes possible. Here, when the signal is to be superimposed in 7SF or 8SF, time adjustment may be performed in 7SF or 8SF so that the desired weight is achieved in the superimposed state. In other words, by setting the period obtained by multiplying the original sub-frame period by the reciprocal of the duty ratio of the coded visible light communication signal, as the sub-frame period in which the transmission of the visible light communication signal is performed, the signal can be transmitted without disturbing the original weight.

[0095]

In the same manner, when the signal length (the period in which changing of luminance is performed for transmitting the visible light communication signal) for an arbitrary sub-frame is within such sub-frame period, it is also possible to set the sub-frame as a signal superimposing sub-frame, and transmit the signal only when emitting light in such sub-frame.

[0096]

As in a projector using a DMD, in the case where a residual image of a discreetly emitted light creates an image when seen by the human eye, there is a phenomenon where a different color is seen or cases where a different image is falsely seen when the change in light emission is synchronized due to the movement of the line of sight. In order to avoid this, aside from simply dividing one frame into eight sub-frames, there are cases where, after one frame is divided into several sub-frames, further division into sub-frames is performed. In such a case, the period of each sub-frame becomes extremely short, and it is conceivable that frames in which the signal can be transmitted will be very limited. As examples of countermeasures, aside from dividing sub-frames other than large sub-frames, there are methods which reduce side-effects by rationalizing the sub-frame configuration or adopting a sub-frame configuration with redundancies.

Furthermore, upon dividing, the order of the largest sub-frame among the sub-frames obtained in the dividing and which are to be turned on is changed so that the sub-frames to be turned on are consecutive.

[0097]

5 It should be noted that the signal length of the visible light communication signal is different depending on the transmission rate, and, for example, when attempting to obtain a signal using a sequential exposure-type image sensor as in the current state, there are certain restriction on exposure time. When receiving light using a
10 dedicated photo-sensor, sufficient light-receiving is possible even when using a high-speed transmission rate of several hundred MHz to several GHz. As such, it is also possible to adopt a method which copes by raising the transmission rate.

[0098]

15 Next, the case of using PWM control shall be described. The concept is to control the tone level according to the light emission time, in the same manner as the case of controlling the tone level by distinguishing light emission and non-light emission on a per weighted sub-frame basis described earlier. Here, description shall be carried
20 out for the case in which, for the sake of simplification, each frame is not divided, light-on is started simultaneously as one, and light-off is performed after the passing of the light emission time for carrying out a predetermined tone level representation.

[0099]

25 In each frame, a period determined according to the tone level is divided according to the signal length of the visible light communication signal, and, when the quotient is less than 1, the signal is simply not transmitted. When the quotient is greater than or equal to 1, the signal is transmitted by repeating the signal transmission for
30 a number of times equivalent to the whole number portion of the quotient. Here, since transmitting the signal causes the period for light emission to be shortened by a percentage obtained by subtracting the duty ratio of the visible light communication signal from 1, extending the light emission period makes it possible to
35 accurately output the tone level. Conversely, in a period equivalent

to the value of the quotient obtained by dividing the signal length by the duty ratio, the period determined by the tone level may be divided and the signal outputted for as many times as the whole number portion of the quotient. This makes it possible to increase the frames
5 in which the signal can be transmitted, without deterioration of tone level performance.

[0100]

Even in the case of PWM control, the same operation may be performed in the case of dividing a single frame and avoiding a
10 falsely-seen color or image that is different from that represented by the signal and which occurs due to line of sight movement. Furthermore, as mentioned earlier, it is described here that light emission is begun at the start of each frame or unit period obtained by dividing each frame and ends at a period determined by the tone level.

15 However, as long as the periods are the same, any position inside the frame may be used, and a signal may be transmitted by changing the position of the periods inside the frame so that the light-on periods of mutually adjacent frames are consecutive. These controls can be implemented by having the light source control unit calculate the
20 timing, and transmitting a timing signal to the light source control unit.

[0101]

Although a method and device for transmitting a visible light communication signal for each of a method using sub-frames and a
25 method using PWM has been described thus far, hereinafter, a method for transmitting more signals or raising the accuracy of transmission shall be described.

[0102]

FIG. 11 is a schematic diagram of an example of signal
30 transmission according to this embodiment.

[0103]

In the case of displaying video using DMDs corresponding to each of the three primary colors RGB, the same visible light communication signal may be superimposed on the videos of all
35 colors, or the visible light communication signal may be superimposed

only on video of one color. Furthermore, a different visible light communication signal may be superimposed for each color. In the case of capturing an image using an image sensor and performing decoding, since color separation is also possible, the visible light communication signal can also be changed for each color.
[0104]

FIG. 12 is a schematic diagram of an example of signal transmission according to this embodiment. In the case of displaying video using DMDs corresponding to each of the three primary colors RGB, a single continuous visible light communication signal (one block) may be continuously superimposed in the light emission of the respective colors when the light emission periods of the respective colors are different and consecutive as in (a). Specifically, a single continuous visible light communication signal can be displayed divided among the respective colors, by obtaining the product (obtaining the AND) of a single coded visible light communication signal and the light emission waveform of each color. Furthermore, it is also possible to perform the operation in (a) after changing the light emission periods in such a way that they become consecutive so that a visible light communication signal can be transmitted continuously for the respective colors as illustrated in (b).
[0105]

FIG. 13 is a schematic diagram of an example of signal transmission according to this embodiment. Description shall be carried out for a method of adapting the method described in FIG. 12 in the case of performing tone level control according to a method using sub-frames. In the case of tone level control using sub-frames, there are many instances where the order of the respective weighted sub-frames is determined in advance, and the sub-frame configurations for the respective primary colors match. This is because, in a plasma display panel (PDP), EL panel, or the like, it is necessary that light-on be performed after the drive pattern is input to memory while scanning two-dimensional data. Therefore, the scanning timings must be made to match. Furthermore, in the case of using DMDs or MEMS and using a device capable of driving for the

respective colors in parallel, the sub-frame configuration of the respective colors can be controlled independently. Therefore, the sub-frame configurations may be controlled as illustrated in FIG. 14. Accordingly, by matching the light-on start timings and superimposing the same visible light communication signal in the light emission of the three colors, more reliable signal transmission can be realized.

[0106]

FIG. 14 is a schematic diagram of an example of signal transmission according to this embodiment. In the case where adjacent pixels start light emission at different timings and the lengths of the light emission periods are also different, the light emission timings are changed so that light emission starts at the same time, or the light emission start timings are made to match by changing the sub-frame configurations, as described using FIG. 12 and FIG. 13. Next, for a pixel having a short light emission period, lengthening the light emission period is also possible. Since this process entails picture quality deterioration, it is acceptable for processing to be performed only on areas that are less noticeable when seen with the human eye. In other words, the process can be performed exclusively within a portion near the edge of an image or a portion with low degree of attention in a saliency map (a portion with low luminance, a portion with minimal edge, a portion with minimal motion). It should be noted that a saliency map is a map that numerically represents the visual prominence of each region in an image.

[0107]

FIG. 15 is a schematic diagram of an example of signal transmission according to this embodiment. In the case of performing tone level control according to a method using sub-frames, there are cases where the light emitting timing is discreetly-separated even in 1 frame. As described earlier, in the case of a device using DMDs or MEMS, the order of sub-frames can be freely changed in the respective colors, and thus the light emitting sub-frames can be arranged to be as consecutive as possible. Aside from the respective colors, the order of the sub-frames can also be changed on a pixel

basis when the respective primary colors are driven independently. Therefore, as illustrated in FIG. 15, by joining together separated sub-frames, that is, by changing the light emission timings so that the sub-frames emit light consecutively, the method can be adapted even
5 in the case where the signal amount of the visible light communication signal is large.

[0108]

FIG. 16 is a schematic diagram of an example of signal transmission according to this embodiment. In the case of performing tone level control according to a method using sub-frames,
10 there are cases where there are portions, in the connecting portions of consecutive sub-frames, in which light is not emitted (OFF), when the light emission timings are made consecutive using the method described in FIG. 15 or when the light emission timings of sub-frames are consecutive by chance. As described earlier, in the case of a device using DMDs or MEMS, the order of sub-frames can be freely changed in the respective colors, and thus, by arranging the light emitting sub-frames to be as consecutive as possible, the non light emitting portions can be eliminated. Aside from the respective
15 colors, the order of the sub-frames may be changed on a pixel basis, and the respective primary colors may be independently driven.

[0109]

FIG. 17 is a schematic diagram of an example of signal transmission according to this embodiment. As described earlier, in the case of performing tone level control according to a method using sub-frames, when a visible light communication signal is superimposed, the light emission period is reduced by as much as the portion corresponding to the duty ratio of the visible light communication signal, and this reduction requires correction. As a method of correction, aside from a method of extending the light emission time of a sub-frame as illustrated in (b) in FIG. 17, there is a method of causing light-on in another sub-frame equivalent to the reduced period, that is, $(1 - \text{duty ratio}) \times \text{the sub-frame period}$ as illustrated in (c) in FIG. 17.

[0110]

FIG. 18 is a schematic diagram of an example of signal transmission according to this embodiment. It should be noted that FIG. 18 supplements the description made using FIG. 17. Although the light emission was caused in a sub-frame for displaying video in the description for FIG 17, it is acceptable to cause light emission in another sub-frame as illustrated in (c) in FIG. 18. Specifically, in the case where light emission is performed in a sub-frame for displaying video and the case where a visible light communication signal is superimposed in another sub-frame, the aforementioned other sub-frame is specified so that the same light emission period is secured and the average brightness is the same. In addition, in place of the sub-frame for displaying the video, light emission shall be performed in this specified other sub-frame. Furthermore, as illustrated in (b) and (d) in FIG. 18, the visible light communication signal may be superimposed using different modulation schemes among the respective pixels so that the visible light communication signal is transmitted at the same timing with a nearby pixel and the average brightness is equal to that prior to the superimposing of the visible light communication signal. With this, the tone level characteristics of the video can be maintained before and after superimposing the visible light communication signal.

[0111]

FIG. 19 is a schematic diagram of an example of signal transmission according to this embodiment.

[0112]

As illustrated in (a) in FIG. 19, that is, as described earlier, lengths of the light emission period representing a certain tone level and the 1 block period of the visible light communication signal are compared, and the transmission of the visible light communication signal is stopped in a light emission period representing a tone level that is shorter than 1 block period. Furthermore, as illustrated in (b) in FIG. 19, when the light emission period is greater than or equal to twice the 1 block period of the visible light communication signal, the visible light communication signal may be transmitted repeatedly for a maximum integral number of times that does not exceed the light

emission period. Furthermore, as illustrated in (c) in FIG. 19, correction for the portion by which light emission is shortened due to the superimposing of the visible light communication signal may be performed. In other words, when the ratio of the respective brightness of tone level 1, tone level 2, and tone level 3 is 1:2:3, the ratio of the respective lengths (periods) of tone level 1, tone level 2, and tone level 3 is also 1:2:3. However, when the visible light communication signal is to be superimposed only for tone level 3 for example, the brightness of tone level 3 is reduced by as much as the superimposing of the visible light communication signal. In view of this, the time of tone level 3 for which the visible light communication signal is superimposed is corrected (adjusted) to be lengthened so that the original brightness ratio for tone level 3 is maintained even when the visible light communication signal is superimposed.

15 [0113]

As described above, the display method according to this embodiment has been described for the case where DMDs or MEMS are independently provided for each of the three primary colors (the case of the so-called 3-chip type). However, the display method according to this embodiment can also be applied to a case where there is one DMD, or the like, and color separation is implemented by time-division. In other words, when there is one DMD, or the like, and color separation is performed by time-division, the display method according to this embodiment can be applied in the case where image is represented using sub-frames and in the case where video is represented using PWM.

(Visible light communication method and device using blinking in a single-chip DMD projector)

[0114]

30 Here, description is carried out for an example of the application of the display method according to this embodiment in the case where there is a single DMD, or the like, and color separation is implemented using time-division (the case of the so-called single-chip type or 1-chip type).

35 [0115]

FIG. 20 is diagram illustrating an example of an application of the display method according to this embodiment. Hereinafter, an example for the case of the 1-chip type shall be described in comparison with the case of the 3-chip type, using FIG. 20.

5 [0116]

In FIG. 20, (b) is a schematic diagram for the display method in the case of controlling on a per color basis for the three primary colors RGB using the 3-chip type, that is, three DMDs, described up to this point. In FIG. 20, a unit displayed as a tone level display cycle A of each color indicates the period in which the hitherto described series of operations for tone level display is performed, and corresponds to a tone level display cycle A in (a) of FIG. 20. It should be noted that (a) in FIG. 20 corresponds to FIG. 10.

[0117]

15 In FIG. 20, (c) is a schematic diagram for the display method for a single-chip device. In the 3-chip type illustrated in (b) in FIG. 20, each of the three primary colors RGB are controlled in parallel, whereas, in the single-chip type, each of RGB is controlled by simply performing time-division as illustrated in (c) in FIG. 20. In FIG. 20, (d) is another schematic diagram for the display method for a single-chip device. Here, (d) in FIG. 20 illustrates an example in which the single-chip type, and more specifically, time-division is performed. This example illustrates an example in which the colors of the three primary colors RGB and W (white: light obtained by combining RGB) are displayed each being repeated twice in 1 frame. In the case of simple color separation, in order to avoid the phenomenon in which an undisplayed image or color is falsely seen due to the movement of the viewer's line of sight, 1 frame is shown by being divided as finely as possible as shown in (d) in FIG. 20. Furthermore, in raising the luminance, a segment for W is provided because providing a period in which all of RGB is outputted allows for higher luminance than when the entire 1 frame is segmented for RGB. It should be noted that since tone level representation is possible even without the W portion, the W portion is not an essential condition. Furthermore, aside from that, colors other than the three primary

colors RGB, for example, complementary colors to the primary colors, such as yellow, magenta, or cyan may be used.

[0118]

Description shall be carried out for the case where tone level
5 representation is performed in the state in (c) in FIG. 20. The color in
each of the units obtained from time-division indicates the color of the
light source incident on the DMD. It should be noted that the color of
the light incident on the DMD is sequentially changed according to, for
example, the light-on and non light-on of respective light sources
10 having various light chromaticity. Furthermore, by causing the light
from a single light source to enter the DMD through a color filter and
synchronizing the color changing of the color filter with the DMD
control, the color of the light incident on the DMD is sequentially
changed. With regard to the tone level representation of respective
15 colors, the period of the tone level representation cycle A in FIG. 20 is
divided into weighted sub-frames as shown in (a) in FIG. 20, and the
tone level displayed in that period is quantized. In addition, light-on
or non light-on is determined for each of the sub-frames, and a signal
indicating a determination result is transmitted to the DMD. In
20 addition, video is displayed by performing, on a per pixel basis, control
of (i) a sub-frame corresponding to a non light-on in which light is
transmitted to the damper side so that the light is not outputted and
(ii) a sub-frame corresponding to a light-on in which light is
transmitted to an output lens system and emitted from the display
25 device as light output.

[0119]

In the case where only the respective frames for RGB are
present, the tone level for each of the colors RGB is quantized and
distributed to the respective sub-frames. In the case where a color
30 such as W is present, for example, in the case of (c) in FIG. 20 in which
W is present, the tone level which allows common light emission for
RGB is the tone level having the smallest values for RGB. The
information generated by quantizing such tone level as the tone level
of W may be allocated to the respective sub-frames in the W slot, the
35 difference between the tone level of each of RGB and the tone level

allotted to W may be quantized, and the result may be allotted to the sub-frames of each color. Of course, the balance between W and RGB may be changed in order to reduce the false change in the image when viewed by a person. An example thereof shall be described briefly using FIG. 21.

[0120]

FIG. 21 is a schematic diagram illustrating a method of adaptively switching signal transmission modes during transmission of a visible light communication signal using an element such as a single-chip DMD. In a display device using normal DMDs or MEMS, instead of just simply performing time-division on 1 frame on a per color basis as described earlier, a single unit of time obtained from the time-division of 1 frame is further divided and arranged in the 1 frame, and a color other than the primary colors, such as white, is also used, so that the same color does not appear consecutively in the 1 frame. With this, it is possible to prevent the occurrence of false patterns caused by the movement of the viewer's line of sight, and so on. However, by performing such measures, the period of the respective tone level representation cycles A is further shortened, and length of the visible light communication signal that can be transmitted becomes limited. In other words, when performing visible light communication, there is a tradeoff between picture quality and the amount of signal transmission for visible light communication. In such a case, it is possible to secure, in the input, or the like, to the display device, a signal region corresponding to a flag for transmitting a visible light communication signal, secure at least a certain signal period using only a simple color separation time-division only in a period in which the flag is raised, and secure an amount of signal that can be transmitted. Although the same response can be adopted even with the 3-chip type, since picture quality deterioration accompanying line of sight movement appears more noticeably in the single-chip type, the above method is considered to be more effective with the single-chip type.

[0121]

Description shall be carried out for a method of adapting visible

light communication in a display device using a single-chip DMD, or the like, which performs tone level representation as those described above. Here, since the same processing is performed in the respective tone level display cycles A, the visible light communication signal can be transmitted following the same concept. However, when one television frame is further color separated and this is further divided as in the tone level display cycle A for displaying, the time is very short in each segment, and the time for which the visible light communication signal can be transmitted continuously becomes short. Therefore, since there are also methods which can and cannot be adapted, or are difficult to adapt among the methods described from FIG. 11 to FIG. 19, a brief description shall be carried out.

[0122]

Since the methods described using FIG. 11 and FIG. 12 cannot be adapted here, description shall be omitted.

[0123]

When adapting the method described using FIG. 13 and FIG. 14, it is not possible to have a form in which the RGB cells of a PDP or EL panel are divided. In the case of using DMDs or MEMS, simple adaptation is possible since synchronization with other elements need not be considered, and more reliable signal transmission can be realized by outputting the same signal across a certain pixel range. Here, the range to be adapted is only for a single color, and the impact on the image is less compared to the case of the 3-chip type.

[0124]

In the case of adapting the methods described using FIG. 15 and FIG. 16, it is also absolutely unnecessary to consider the synchronization with other color components. Therefore, whether or not transmission is possible may be determined by adaptively changing the order of sub-frames, bringing together the sub-frames for light emission, and comparing the total period thereof and the signal length. Furthermore, for example, for respective light emission sub-frames of consecutive color periods, the light emission sub-frames are gathered towards the back in the preceding period, and the light emission sub-frames are gathered towards the front in

the subsequent period. In this manner, by performing control so that the respective sub-frames of plural periods are also consecutive, the method can also be adapted to a relatively long signal length.

[0125]

5 In the case of adapting the methods described using FIG. 17 to FIG. 19, although description shall be omitted since there is absolutely no difference when the tone level display cycle A is adopted as a reference in the method for the single-chip type and the method for the 3-chip type, the methods can be adapted in absolutely the same
10 manner.

[0126]

As described above, forms of a method of transmitting a visible light communication signal and a device thereof, which can be adapted even in the case of the single-chip type have been described.

15 [0127]

[Embodiment 3]

The following describes Embodiment 3.

[0128]

(Observation of luminance of light emitting unit)

20 The following proposes an imaging method in which, when capturing one image, all imaging elements are not exposed simultaneously but the times of starting and ending the exposure differ between the imaging elements. FIG. 22 illustrates an example of imaging where imaging elements arranged in a line are
25 exposed simultaneously, with the exposure start time being shifted in order of lines. Here, the simultaneously exposed imaging elements are referred to as "exposure line", and the line of pixels in the image corresponding to the imaging elements is referred to as "bright line".

30 [0129]

In the case of capturing a blinking light source shown on the entire imaging elements using this imaging method, bright lines (lines of brightness in pixel value) along exposure lines appear in the captured image as illustrated in FIG. 23. By recognizing this bright
35 line pattern, the luminance change of the light source at a speed

higher than the imaging frame rate can be estimated. Hence, transmitting a signal as the luminance change of the light source enables communication at a speed not less than the imaging frame rate. In the case where the light source takes two luminance values to express a signal, the lower luminance value is referred to as "low" (LO), and the higher luminance value is referred to as "high" (HI). The low may be a state in which the light source emits no light, or a state in which the light source emits weaker light than in the high.
[0130]

By this method, information transmission is performed at a speed higher than the imaging frame rate.
[0131]

In the case where the number of exposure lines whose exposure times do not overlap each other is 20 in one captured image and the imaging frame rate is 30 fps, it is possible to recognize a luminance change in a period of 1 millisecond. In the case where the number of exposure lines whose exposure times do not overlap each other is 1000, it is possible to recognize a luminance change in a period of 1/30000 second (about 33 microseconds). Note that the exposure time is set to less than 10 milliseconds, for example.
[0132]

FIG. 23 illustrates a situation where, after the exposure of one exposure line ends, the exposure of the next exposure line starts.
[0133]

In this situation, when transmitting information based on whether or not each exposure line receives at least a predetermined amount of light, information transmission at a speed of fl bits per second at the maximum can be realized where f is the number of frames per second (frame rate) and l is the number of exposure lines constituting one image.
[0134]

Note that faster communication is possible in the case of performing time-difference exposure not on a line basis but on a pixel basis.

[0135]

In such a case, when transmitting information based on whether or not each pixel receives at least a predetermined amount of light, the transmission speed is flm bits per second at the maximum, where m is the number of pixels per exposure line.

5 [0136]

If the exposure state of each exposure line caused by the light emission of the light emitting unit is recognizable in a plurality of levels as illustrated in FIG. 24, more information can be transmitted by controlling the light emission time of the light emitting unit in a shorter unit of time than the exposure time of each exposure line.
10 [0137]

In the case where the exposure state is recognizable in Elv levels, information can be transmitted at a speed of $flElv$ bits per second at the maximum.

15 [0138]

Moreover, a fundamental period of transmission can be recognized by causing the light emitting unit to emit light with a timing slightly different from the timing of exposure of each exposure line.

20 [0139]

FIG. 25A illustrates a situation where, before the exposure of one exposure line ends, the exposure of the next exposure line starts. That is, the exposure times of adjacent exposure lines partially overlap each other. This structure has the feature (1): the number of samples in a predetermined time can be increased as compared with the case where, after the exposure of one exposure line ends, the exposure of the next exposure line starts. The increase of the number of samples in the predetermined time leads to more appropriate detection of the light signal emitted from the light transmitter which is the subject. In other words, the error rate when detecting the light signal can be reduced. The structure also has the feature (2): the exposure time of each exposure line can be increased as compared with the case where, after the exposure of one exposure line ends, the exposure of the next exposure line starts.
30 Accordingly, even in the case where the subject is dark, a brighter
35

image can be obtained, i.e. the S/N ratio can be improved. Here, the structure in which the exposure times of adjacent exposure lines partially overlap each other does not need to be applied to all exposure lines, and part of the exposure lines may not have the structure of partially overlapping in exposure time. By keeping part of the exposure lines from partially overlapping in exposure time, the occurrence of an intermediate color caused by exposure time overlap is suppressed on the imaging screen, as a result of which bright lines can be detected more appropriately.

10 [0140]

In this situation, the exposure time is calculated from the brightness of each exposure line, to recognize the light emission state of the light emitting unit.

[0141]

15 Note that, in the case of determining the brightness of each exposure line in a binary fashion of whether or not the luminance is greater than or equal to a threshold, it is necessary for the light emitting unit to continue the state of emitting no light for at least the exposure time of each line, to enable the no light emission state to be
20 recognized.

[0142]

FIG. 25B illustrates the influence of the difference in exposure time in the case where the exposure start time of each exposure line is the same. In 7500a, the exposure end time of one exposure line and the exposure start time of the next exposure line are the same. In 7500b, the exposure time is longer than that in 7500a. The structure in which the exposure times of adjacent exposure lines partially overlap each other as in 7500b allows a longer exposure time to be used. That is, more light enters the imaging element, so
25 that a brighter image can be obtained. In addition, since the imaging sensitivity for capturing an image of the same brightness can be reduced, an image with less noise can be obtained. Communication errors are prevented in this way.

[0143]

35 FIG. 25C illustrates the influence of the difference in exposure

start time of each exposure line in the case where the exposure time is the same. In 7501a, the exposure end time of one exposure line and the exposure start time of the next exposure line are the same. In 7501b, the exposure of one exposure line ends after the exposure of the next exposure line starts. The structure in which the exposure times of adjacent exposure lines partially overlap each other as in 7501b allows more lines to be exposed per unit time. This increases the resolution, so that more information can be obtained. Since the sample interval (i.e. the difference in exposure start time) is shorter, the luminance change of the light source can be estimated more accurately, contributing to a lower error rate. Moreover, the luminance change of the light source in a shorter time can be recognized. By exposure time overlap, light source blinking shorter than the exposure time can be recognized using the difference of the amount of exposure between adjacent exposure lines.

[0144]

As described with reference to FIGS. 25B and 25C, in the structure in which each exposure line is sequentially exposed so that the exposure times of adjacent exposure lines partially overlap each other, the communication speed can be dramatically improved by using, for signal transmission, the bright line pattern generated by setting the exposure time shorter than in the normal imaging mode. Setting the exposure time in visible light communication to less than or equal to 1/480 second enables an appropriate bright line pattern to be generated. Here, it is necessary to set (exposure time) $< 1/8 \times f$, where f is the frame frequency. Blanking during imaging is half of one frame at the maximum. That is, the blanking time is less than or equal to half of the imaging time. The actual imaging time is therefore $1/2f$ at the shortest. Besides, since 4-value information needs to be received within the time of $1/2f$, it is necessary to at least set the exposure time to less than $1/(2f \times 4)$. Given that the normal frame rate is less than or equal to 60 frames per second, by setting the exposure time to less than or equal to 1/480 second, an appropriate bright line pattern is generated in the image data and

thus fast signal transmission is achieved.

[0145]

FIG. 25D illustrates the advantage of using a short exposure time in the case where each exposure line does not overlap in exposure time. In the case where the exposure time is long, even when the light source changes in luminance in a binary fashion as in 7502a, an intermediate-color part tends to appear in the captured image as in 7502e, making it difficult to recognize the luminance change of the light source. By providing a predetermined non-exposure vacant time (predetermined wait time) t_{D2} from when the exposure of one exposure line ends to when the exposure of the next exposure line starts as in 7502d, however, the luminance change of the light source can be recognized more easily. That is, a more appropriate bright line pattern can be detected as in 7502f. The provision of the predetermined non-exposure vacant time is possible by setting a shorter exposure time t_E than the time difference t_D between the exposure start times of the exposure lines, as in 7502d. In the case where the exposure times of adjacent exposure lines partially overlap each other in the normal imaging mode, the exposure time is shortened from the normal imaging mode so as to provide the predetermined non-exposure vacant time. In the case where the exposure end time of one exposure line and the exposure start time of the next exposure line are the same in the normal imaging mode, too, the exposure time is shortened so as to provide the predetermined non-exposure time. Alternatively, the predetermined non-exposure vacant time (predetermined wait time) t_{D2} from when the exposure of one exposure line ends to when the exposure of the next exposure line starts may be provided by increasing the interval t_D between the exposure start times of the exposure lines, as in 7502g. This structure allows a longer exposure time to be used, so that a brighter image can be captured. Moreover, a reduction in noise contributes to higher error tolerance. Meanwhile, this structure is disadvantageous in that the number of samples is small as in 7502h, because fewer exposure lines can be exposed in a predetermined time. Accordingly, it is desirable to use

these structures depending on circumstances. For example, the estimation error of the luminance change of the light source can be reduced by using the former structure in the case where the imaging object is bright and using the latter structure in the case where the
5 imaging object is dark.

[0146]

Here, the structure in which the exposure times of adjacent exposure lines partially overlap each other does not need to be applied to all exposure lines, and part of the exposure lines may not have the
10 structure of partially overlapping in exposure time. Moreover, the structure in which the predetermined non-exposure vacant time (predetermined wait time) is provided from when the exposure of one exposure line ends to when the exposure of the next exposure line starts does not need to be applied to all exposure lines, and part of the
15 exposure lines may have the structure of partially overlapping in exposure time. This makes it possible to take advantage of each of the structures.

[0147]

FIG. 25E illustrates the relation between the minimum change time t_s of light source luminance, the exposure time t_E , the time
20 difference t_D between the exposure start times of the exposure lines, and the captured image. In the case where $t_E + t_D < t_s$, imaging is always performed in a state where the light source does not change from the start to end of the exposure of at least one exposure line. As a result, an image with clear luminance is obtained as in 7503d,
25 from which the luminance change of the light source is easily recognizable. In the case where $2t_E > t_s$, a bright line pattern different from the luminance change of the light source might be obtained, making it difficult to recognize the luminance change of the
30 light source from the captured image.

[0148]

FIG. 25F illustrates the relation between the transition time t_T of light source luminance and the time difference t_D between the exposure start times of the exposure lines. When t_D is large as
35 compared with t_T , fewer exposure lines are in the intermediate color,

which facilitates estimation of light source luminance. It is desirable that $t_D > t_T$, because the number of exposure lines in the intermediate color is two or less consecutively. Since t_T is less than or equal to 1 microsecond in the case where the light source is an LED and about 5 microseconds in the case where the light source is an organic EL device, setting t_D to greater than or equal to 5 microseconds facilitates estimation of light source luminance.

[0149]

FIG. 25G illustrates the relation between the high frequency noise t_{HT} of light source luminance and the exposure time t_E . When t_E is large as compared with t_{HT} , the captured image is less influenced by high frequency noise, which facilitates estimation of light source luminance. When t_E is an integral multiple of t_{HT} , there is no influence of high frequency noise, and estimation of light source luminance is easiest. For estimation of light source luminance, it is desirable that $t_E > t_{HT}$. High frequency noise is mainly caused by a switching power supply circuit. Since t_{HT} is less than or equal to 20 microseconds in many switching power supplies for lightings, setting t_E to greater than or equal to 20 microseconds facilitates estimation of light source luminance.

[0150]

FIG. 25H is a graph representing the relation between the exposure time t_E and the magnitude of high frequency noise when t_{HT} is 20 microseconds. Given that t_{HT} varies depending on the light source, the graph demonstrates that it is efficient to set t_E to greater than or equal to 15 microseconds, greater than or equal to 35 microseconds, greater than or equal to 54 microseconds, or greater than or equal to 74 microseconds, each of which is a value equal to the value when the amount of noise is at the maximum. Though t_E is desirably larger in terms of high frequency noise reduction, there is also the above-mentioned property that, when t_E is smaller, an intermediate-color part is less likely to occur and estimation of light source luminance is easier. Therefore, t_E may be set to greater than or equal to 15 microseconds when the light source luminance change period is 15 to 35 microseconds, to greater than or equal to 35

microseconds when the light source luminance change period is 35 to 54 microseconds, to greater than or equal to 54 microseconds when the light source luminance change period is 54 to 74 microseconds, and to greater than or equal to 74 microseconds when the light source luminance change period is greater than or equal to 74 microseconds.

[0151]

FIG. 25I illustrates the relation between the exposure time t_E and the recognition success rate. Since the exposure time t_E is relative to the time during which the light source luminance is constant, the horizontal axis represents the value (relative exposure time) obtained by dividing the light source luminance change period t_S by the exposure time t_E . It can be understood from the graph that the recognition success rate of approximately 100% can be attained by setting the relative exposure time to less than or equal to 1.2. For example, the exposure time may be set to less than or equal to approximately 0.83 millisecond in the case where the transmission signal is 1 kHz. Likewise, the recognition success rate greater than or equal to 95% can be attained by setting the relative exposure time to less than or equal to 1.25, and the recognition success rate greater than or equal to 80% can be attained by setting the relative exposure time to less than or equal to 1.4. Moreover, since the recognition success rate sharply decreases when the relative exposure time is about 1.5 and becomes roughly 0% when the relative exposure time is 1.6, it is necessary to set the relative exposure time not to exceed 1.5. After the recognition rate becomes 0% at 7507c, it increases again at 7507d, 7507e, and 7507f. Accordingly, for example to capture a bright image with a longer exposure time, the exposure time may be set so that the relative exposure time is 1.9 to 2.2, 2.4 to 2.6, or 2.8 to 3.0. Such an exposure time may be used, for instance, as an intermediate mode in FIG. 26.

[0152]

Depending on imaging devices, there is a time (blanking) during which no exposure is performed, as illustrated in FIG. 27.

[0153]

In the case where there is blanking, the luminance of the light emitting unit during the time cannot be observed.

[0154]

- 5 A transmission loss caused by blanking can be prevented by the light emitting unit repeatedly transmitting the same signal two or more times or adding error correcting code.

[0155]

- 10 To prevent the same signal from being transmitted during blanking every time, the light emitting unit transmits the signal in a period that is relatively prime to the period of image capture or a period that is shorter than the period of image capture.

[0056]

[Embodiment 4]

- 15 FIG. 28 is a diagram illustrating a service provision system using the display method and reception method described in any of the foregoing embodiments.

[0157]

- 20 First, a company A ex8000 managing a server ex8002 is requested to distribute information to a mobile terminal, by another company B or individual ex8001. For example, the distribution of detailed advertisement information, coupon information, map information, or the like to the mobile terminal that performs visible light communication with a signage is requested. The company A
- 25 ex8000 managing the server manages information distributed to the mobile terminal in association with arbitrary ID information. A mobile terminal ex8003 obtains ID information from a subject ex8004 by visible light communication, and transmits the obtained ID information to the server ex8002. The server ex8002 transmits
- 30 the information corresponding to the ID information to the mobile terminal, and counts the number of times the information corresponding to the ID information is transmitted. The company A ex8000 managing the server charges the fee corresponding to the count, to the requesting company B or individual ex8001. For
- 35 example, a larger fee is charged when the count is larger.

[0158]

FIG. 29 is a flowchart illustrating service provision flow.

[0159]

In Step ex8000, the company A managing the server receives
5 the request for information distribution from another company B. In
Step ex8001, the information requested to be distributed is managed
in association with the specific ID information in the server managed
by the company A. In Step ex8002, the mobile terminal receives the
specific ID information from the subject by visible light
10 communication, and transmits it to the server managed by the
company A. The visible light communication method has already
been described in detail in the other embodiments, and so its
description is omitted here. The server transmits the information
corresponding to the specific ID information received from the
15 mobile terminal, to the mobile terminal. In Step ex8003, the
number of times the information is distributed is counted in the
server. Lastly, in Step ex8004, the fee corresponding to the
information distribution count is charged to the company B. By such
charging according to the count, the appropriate fee corresponding
20 to the advertising effect of the information distribution can be
charged to the company B.

[0160]

FIG. 30 illustrates the flow of service provision in another
example. The description of the same steps as those in FIG. 29 is
25 omitted here.

[0161]

In Step ex8008, whether or not a predetermined time has
elapsed from the start of the information distribution is determined.
In the case of determining that the predetermined time has not
30 elapsed, no fee is charged to the company B in Step ex8011. In the
case of determining that the predetermined time has elapsed, the
number of times the information is distributed is counted in Step
ex8009. In Step ex8010, the fee corresponding to the information
distribution count is charged to the company B. Since the
35 information distribution is performed free of charge within the

predetermined time, the company B can receive the accounting service after checking the advertising effect and the like.

[0162]

FIG. 31 illustrates the flow of service provision in another example. The description of the same steps as those in FIG. 30 is omitted here.

[0163]

In Step ex8014, the number of times the information is distributed is counted. In the case of determining that the predetermined time has not elapsed from the start of the information distribution in Step ex8015, no fee is charged in Step ex8016. In the case of determining that the predetermined time has elapsed, on the other hand, whether or not the number of times the information is distributed is greater than or equal to a predetermined number is determined in Step ex8017. In the case where the number of times the information is distributed is less than the predetermined number, the count is reset, and the number of times the information is distributed is counted again. In this case, no fee is charged to the company B regarding the predetermined time during which the number of times the information is distributed is less than the predetermined number. In the case where the count is greater than or equal to the predetermined number in Step ex8017, the count is reset and started again in Step ex8018. In Step ex8019, the fee corresponding to the count is charged to the company B. Thus, in the case where the count during the free distribution time is small, the free distribution time is provided again. This enables the company B to receive the accounting service at an appropriate time. Moreover, in the case where the count is small, the company A can analyze the information and, for example when the information is out of season, suggest the change of the information to the company B. In the case where the free distribution time is provided again, the time may be shorter than the predetermined time provided first. The shorter time than the predetermined time provided first reduces the burden on the company A. Further, the free distribution time may be provided again after a fixed time period. For instance, if the

information is influenced by seasonality, the free distribution time is provided again after the fixed time period until the new season begins.

[0164]

5 Note that the charge fee may be changed according to the amount of data, regardless of the number of times the information is distributed. Distribution of a predetermined amount of data or more may be charged, while distribution is free of charge within the predetermined amount of data. The charge fee may be increased
10 with the increase of the amount of data. Moreover, when managing the information in association with the specific ID information, a management fee may be charged. By charging the management fee, it is possible to determine the fee upon requesting the information distribution.

15 [0165]

 As described above, an embodiment perceived by the Applicant as the best mode and other embodiments are provided using drawings and detailed descriptions. These are provided to exemplify the subject matter recited in the Claims to a person of ordinary skill in the
20 art by referring to a particular embodiment. Therefore, the constituent elements in the enclosed drawings and detailed description may include, not only constituent elements essential to solving the problem, but also other constituent elements as well. As such, although such non-essential constituent elements are included
25 in the enclosed drawings or detailed descriptions, such non-essential constituent elements should not be construed as being essential. Therefore, various changes, substitutions, additions, omissions, and so on, can be performed on the above-described embodiments within the scope of the Claims or equivalents thereof.

30 [0166]

 Though the display method according to one or more aspects has been described by way of the embodiments, the present invention is not limited to these embodiments. Other embodiments realized by application of modifications conceivable by those skilled in the art to
35 the embodiments and any combination of the structural elements in

the embodiments are also included in the scope of one or more aspects without departing from the subject matter of the present invention.

[0167]

FIG. 32A is a flowchart of a display method according to an aspect of the present invention.

[00168]

A display method according to an aspect of the present invention is a display method for representing, when an image included in a video signal is displayed on a per frame basis, a tone level of luminance of the image by controlling a light emission period in a frame, the light emission period being a period in which light emission is performed, the display method including steps SL21 and SL22.

[0169]

Specifically, the display method includes: a light emission period specifying step SL21 of specifying, 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 a signal unit included in a visible light communication signal, out of one or more light emission periods in which light emission is performed for displaying the image included in the video signal; and a transmitting step SL22 of transmitting the signal unit included in the visible light communication signal by luminance changing in the specified light emission period.

[0170]

FIG. 32B is a block diagram of a display device according to an aspect of the present invention.

[0171]

A display device L20 according to an aspect of the present invention is a display device which represents, when an image included in a video signal is displayed on a per frame basis, a tone level of luminance of the image by controlling a light emission period in a frame, the light emission period being a period in which light emission is performed, the display device including constituent elements L21 and L22.

[0172]

Specifically, the display device L20 includes: a light emission period specifying unit L21 configured to specify, 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 a signal unit included in a visible light communication signal, out of one or more light emission periods in which light emission is performed for displaying the image included in the video signal; and a transmitting unit L22 configured to transmit the signal unit included in the visible light communication signal by luminance changing in the specified light emission period. It should be noted that the light emission period specifying unit L21 is implemented through, for example, the light source control unit 4180 illustrated in FIG. 10, and the transmitting unit L22 is implemented through, for example, the light source control unit 4180 and the light source 4190. [0173]

With such a display method and display device L20 illustrated in FIG. 32A and FIG. 32B, a specified light emission period longer than or equal to the time (period) required for the transmission of a signal unit (a block, for example) of the visible light communication signal is specified out of a light emission period which is several sub-frames for example, and the signal unit is superimposed on the image displayed in this specified light emission period. Therefore, the block is not divided and the signal included in such block can be transmitted continuously, and the probability of communication error can be reduced. In addition, even if luminance changing is performed in the specified light emission period for transmitting the signal unit, it is possible to suppress the changing of the light emission period required for displaying the image within the frame, and thus significant picture quality deterioration can be prevented. [0174]

It should be noted that in the above embodiments, each of the constituent elements may be constituted by dedicated hardware, or may be realized by executing a software program suitable for the constituent element. Each constituent element may be realized by a

program execution unit such as a CPU or a processor reading and
executing a software program stored in a recording medium such as a
hard disk or semiconductor memory. For example, the program
causes a computer to execute the display method illustrated in the
5 flowchart of FIG. 32A.

[Industrial Applicability]

[0175]

The display method, display device, receiver, and
communication method according to the present disclosure enable
10 safe and active acquisition of information other than images, and are,
thus, usable in various applications such as the transfer of
image-attached information and information transmission in various
scenes, in the sense that due to such activeness, as much necessary
information can be obtained as needed not only from televisions or
15 devices such as personal computers, or tablets in homes, but also
from signage, information terminals, or information display devices
away from home.

[Reference Signs List]

[0176]

20	100	display device
	110	display surface
	120	video signal input unit
	130	video processing unit
	140	display control unit
25	150	display panel
	160	visible light communication signal input unit
	170	visible light communication signal processing unit
	180	backlight control unit
	190	backlight
30	200	smartphone
	4100	display device
	4120	video signal input unit
	4130	video processing unit
	4140	display control unit
35	4150	display panel

- 4160 visible light communication signal input unit
- 4170 visible light communication signal processing unit
- 4180 light source control unit
- 4190 light source
- 5 L20 display device
- L21 light emission period specifying unit
- L22 transmitting unit

[CLAIMS]

[Claim 1]

A display method for representing, when an image included in a video signal is displayed on a per frame basis, a tone level of luminance of the image by controlling a light emission period in a frame, the light emission period being a period in which light emission is performed, the display method comprising:

specifying, 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 a signal unit included in a visible light communication signal, out of one or more light emission periods in which light emission is performed for displaying the image included in the video signal; and

transmitting the signal unit included in the visible light communication signal by luminance changing in the specified light emission period.

[Claim 2]

The display method according to Claim 1, wherein, in the transmitting, in the case where the specified light emission period is greater than or equal to a time required for transmitting a plurality of signal units including the signal unit, the signal units of the visible light communication signal are transmitted by luminance changing in the specified light emission period.

[Claim 3]

The display method according to one of Claims 1 and 2, further comprising

calculating a whole number in a quotient obtained by dividing each of the one or more light emission periods by the time required for transmitting the signal unit,

wherein, in the specifying, a light emission period for which the whole number portion of the quotient is 1 or more is specified as the specified light emission period, and

in the transmitting, signal units equivalent in number to the

whole number is transmitted in the specified light emission period.

[Claim 4]

5 The display method according to any one of Claims 1 to 3,
wherein, in the case where the luminance of the image is controlled through each of colors for representing the image, the transmitting for a first color among the colors and the transmitting for a second color among the colors are performed in parallel.

10 [Claim 5]

The display method according to any one of Claims 1 to 3,
wherein, in the case where the luminance of the image is controlled for each of colors for representing the image:

15 in the specifying, a period which is greater than or equal to the
time required for transmitting the signal unit is specified as the specified light emission period, the period including a light emission period for a first color among the colors and a light emission period for a second color among the colors consecutive to the light emission period for the first color; and

20 In the transmitting, part of the signal unit is transmitted by luminance changing in the light emission period for the first color, and the remaining part of the signal unit is transmitted by luminance changing in the light emission period for the second color.

25 [Claim 6]

The display method according to Claim 5, further comprising
changing a light emission timing for the first color or the second color to make the light emission period for the first color and the light emission period for the second color consecutive, when the light
30 emission period for the first color and the light emission period for the second color are not consecutive.

[Claim 7]

The display method according to any one of Claims 1 to 3,
35 further comprising

matching, in the case the luminance is controlled for each of pixels for representing the image, a start point of a light emission period for a first pixel among the pixels and a start point of a light emission period for a second pixel adjacent to the first pixel among the
5 pixels, when the start points do not match,

wherein, in the specifying, a period in which the light emission period for the first pixel and the light emission period for the second pixel overlap is specified as the specified light emission period, and

10 in the transmitting, the signal unit is transmitted by luminance changing by the first pixel and the second pixel in the specified light emission period.

[Claim 8]

The display method according to any one of Claims 1 to 7,
15 wherein, when the frame consists of sub-frames,

in the specifying, a period including two consecutive sub-frames in which light emission is performed is created by moving at least one of two non-consecutive sub-frames in which light emission is performed for displaying the image included in the video signal, and
20 the period is specified as the specified light emission period.

[Claim 9]

The display method according to any one of Claims 1 to 8, further comprising

25 in the case where the frame consists of sub-frames, and each of the one or more light emission periods is any one sub-frame among the sub-frames,

causing light emission in a sub-frame in which light emission is not performed for displaying the image included in the video signal,
30 and which has a period corresponding to a duty ratio of the signal unit.

[Claim 10]

The display method according to any one of Claims 1 to 8, further comprising

35 lengthening the specified light emission period for as long as a

period in which light emission is suppressed for transmitting the signal unit.

[Claim 11]

5 A display device which represents, when an image included in a video signal is displayed on a per frame basis, a tone level of luminance of the image by controlling a light emission period in a frame, the light emission period being a period in which light emission is performed, the display device comprising:

10 a light emission period specifying unit configured to specify, 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 a signal unit included in a visible light communication signal, out of one or more light emission periods in which light
15 emission is performed for displaying the image included in the video signal; and

 a transmitting unit configured to transmit the signal unit included in the visible light communication signal by luminance changing in the specified light emission period.

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