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(54) **Driving method for driving electro-optical device, driving circuit for driving electro-optical device, electro-optical device, and electronic apparatus**

(57) The invention seeks to provide a high-quality display free from nonuniformities. Subpixels 120a, 120b, and 120c are arranged at the respective intersections of 3m scanning lines 112 extending in the X direction and n data lines 114 extending in the Y direction, and the subpixels 120a, 120b, and 120c adjacent in the Y direction are grouped together as a pixel 120 in a driving operation. In a first mode, the subpixels forming the one pixel are individually turned on and off in response to gray scale data indicating the gray scale of the pixel. In a second mode, the subpixels forming the one pixel are supplied with a common voltage in response to the gray scale data indicating the gray scale of the pixel. In this way, the signal supplied to the data lines is binary regardless of the first mode or the second mode.

