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(54) **Liquid crystal display**

(57) An LCD display device such as a television or computer monitor comprises an LCD display 10, and a photo sensor 15 for sensing the ambient lighting level within a room in which the display 10 is situated. The device further comprises an electronic circuit for analysing the video content of a picture being displayed on the display 10, and a control circuit connected to both the

output of the photo sensor 15 and video analysing circuit 13. The control circuit determines the brightness of a back light 11 which illuminates the LCD display 10. The brightness of the back light is dependent on the ambient lighting levels and the video content of the picture and is varied accordingly so as to optimise the contrast of the displayed picture.

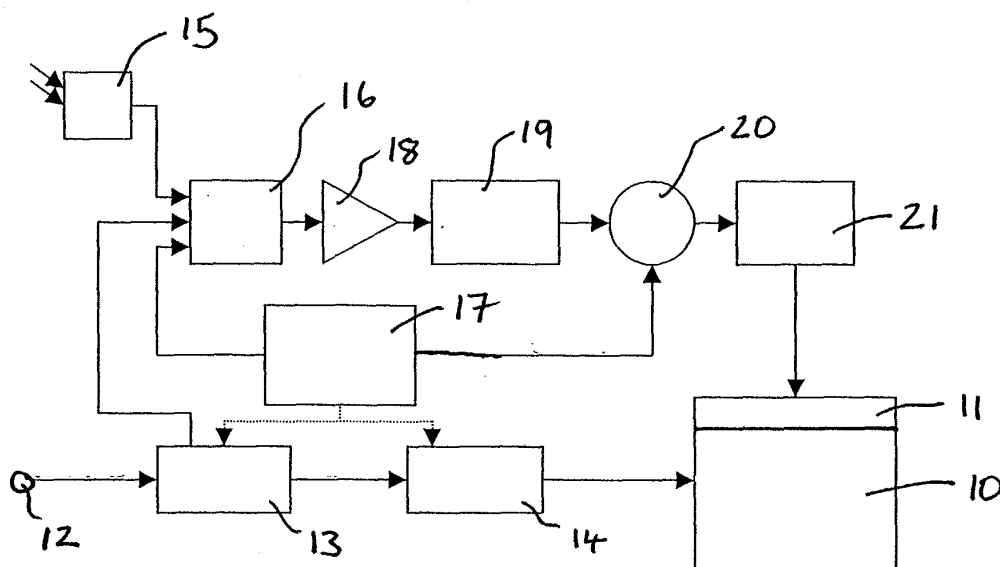


FIGURE 1



European Patent
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EUROPEAN SEARCH REPORT

Application Number
EP 05 25 0788

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.7)
X	US 5 717 422 A (FERGASON ET AL) 10 February 1998 (1998-02-10) * column 4 - column 4 * -----	1-9	G09G3/36 G09G3/34
			TECHNICAL FIELDS SEARCHED (Int.Cl.7)
			H04N G09G
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 24 October 2005	Examiner Le Chapelain, B
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document</p>			

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**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 05 25 0788

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
The members are as contained in the European Patent Office EDP file on
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24-10-2005

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 5717422	A	10-02-1998	NONE

EPO FORM P0489

For more details about this annex : see Official Journal of the European Patent Office, No. 12/82