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(71) Applicant: **Sharp Kabushiki Kaisha**

Osaka-shi, Osaka 545-8522 (JP)

(72) Inventors:

- **Kohashikawa, Seiji**
Mie 513-0854 (JP)
- **Sekiguchi, Yuhya**
Mie 514-0112 (JP)
- **Yamaguchi, Yuhichiro**
Tochigi 329-2141 (JP)

(74) Representative: **Müller - Hoffmann & Partner**
Patentanwälte

Innere Wiener Strasse 17
81667 München (DE)

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(54) **Liquid crystal display device**

(57) It is possible to perform an optimal video expression in accordance with a change of a feature quantity of a video signal without lowering the display quality and reduce power consumption. A liquid crystal display device has a liquid crystal panel displaying a video, and a light source illuminating the liquid crystal panel, and when a feature quantity of an input video signal is larger than a predetermined value C3, emission brightness of the light source is variably controlled such that the emission brightness of the light source is reduced as the feature quantity becomes larger. In this case, the feature quantity of the input video signal is a ratio of an average brightness level of one frame to a maximal brightness level of an input video signal. For the predetermined value C3, the ratio of the average brightness level of one frame to the maximal brightness level of the input video signal is set to be within a range from 68.2% to 90.0%.

FIG. 4

