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(54) **METHOD TO DISPLAY IMAGES ON A DISPLAY DEVICE USING BIT SLICE ADDRESSING TECHNIQUE**

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(57) **ABSTRACT**

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Optical and electronic means of addressing are combined to flash bit-sliced images rapidly in a sequential manner to achieve enormous reduction in circuit as well as cost of data drivers in display devices. Also, light source i.e. backlight or front light switching scheme is used to reduce power consumption of light source in display devices for both static and dynamic images with high contrast. Bit slice addressing (BSA) preserves colour purity of images at all angles in fast responding liquid crystal displays with simple data drivers. Colour purity of images is also preserved at all angles of view due to a viewing angle characteristic of bit slice addressing that is independent of gray shades.

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