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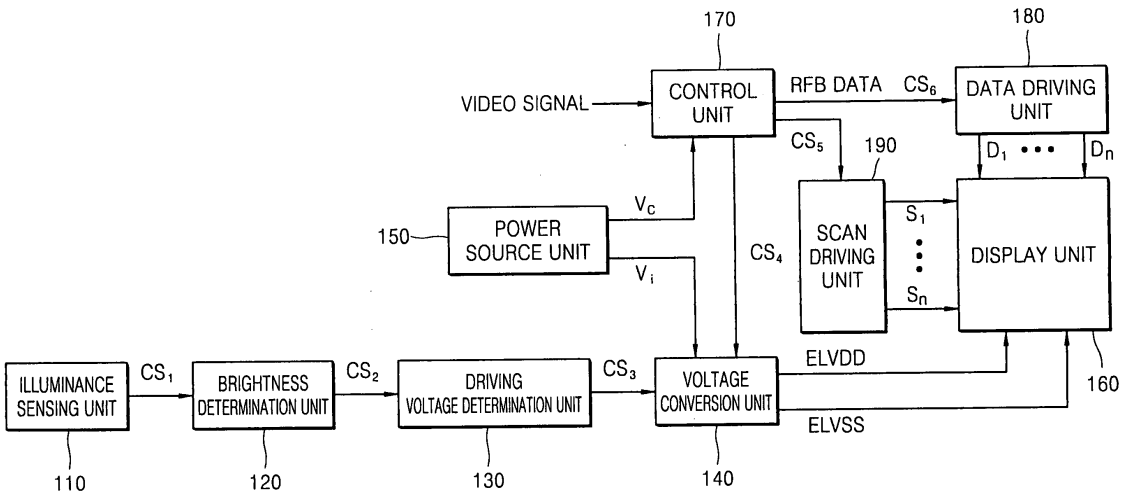
(54) Organic light emitting diode (OLED) display and a method of driving the same

(57) An organic light emitting diode (OLED) display includes an illuminance sensing unit configured to sense an external illuminance, a brightness determination unit configured to determine a brightness of the OLED display according to an illuminance sensed by the illuminance sensing unit, a driving voltage determination unit configured to determine a driving voltage corresponding with a current saturation point of the OLED display, the driving voltage being determined based at least in part on a driving current and the brightness determined by the brightness determination unit, a voltage conversion unit configured to receive an input voltage, generate a first voltage higher than the input voltage, and generate a second voltage lower than the input voltage, and a display unit configured to receive the first and second voltages from the voltage conversion unit and display an image.

FIG. 1



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EUROPEAN SEARCH REPORT

Application Number
EP 08 25 0707

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Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X Y	EP 1 469 449 A1 (SONY CORP [JP]) 20 October 2004 (2004-10-20) * abstract; figure 18 * * paragraph [0006] - paragraph [0009] * * paragraph [0063] - paragraph [0067] * * paragraph [0101] - paragraph [0153]; figures 2,7-18 * -----	1-5,9-15 6-8	INV. G09G3/32
Y	WO 03/058590 A1 (PHILIPS INTELLECTUAL PROPERTY [DE]; KONINKL PHILIPS ELECTRONICS NV [NL) 17 July 2003 (2003-07-17) * page 5 - page 6 * -----	6-8	

TECHNICAL FIELDS SEARCHED (IPC)

G09G

The present search report has been drawn up for all claims

Place of search	Date of completion of the search	Examiner
Munich	20 August 2009	Wolff, Lilian

CATEGORY OF CITED DOCUMENTS

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
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T : theory or principle underlying the invention
E : earlier patent document, but published on, or after the filing date
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L : document cited for other reasons

& : member of the same patent family, corresponding document

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ANNEX TO THE EUROPEAN SEARCH REPORT ON EUROPEAN PATENT APPLICATION NO. EP 08 25 0707

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

专利名称(译)	有机发光二极管（OLED）显示器及其驱动方法		
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[标]申请(专利权)人(译)	三星斯笛爱股份有限公司		
申请(专利权)人(译)	三星SDI CO.，LTD.		
当前申请(专利权)人(译)	三星DISPLAY CO.，LTD.		
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IPC分类号	G09G3/32		
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优先权	1020070034398 2007-04-06 KR		
其他公开文献	EP1978504A2 EP1978504B1		
外部链接	Espacenet		

摘要(译)

有机发光二极管（OLED）显示器包括：照度感测单元，被配置为感测外部照度;亮度确定单元，被配置为根据由照度感测单元感测的照度来确定OLED显示器的亮度;驱动电压确定单元被配置为确定与OLED显示器的当前饱和点对应的驱动电压，驱动电压至少部分地基于由亮度确定单元确定的驱动电流和亮度来确定，电压转换单元被配置为接收输入电压，产生高于输入电压的第一电压，并产生低于输入电压的第二电压，以及显示单元，被配置为从电压转换单元接收第一和第二电压并显示图像。

FIG. 1