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(54) **ENHANCED VIEWING EXPERIENCE OF A DISPLAY THROUGH LOCALISED DYNAMIC CONTROL OF BACKGROUND LIGHTING LEVEL**

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(57) **ABSTRACT**

A method of controlling brightness, colour, hue, colour temperature, gamma response or contrast of at least one image for display on a multi-layer display device characterized by carrying out the steps of: receiving said at least one image(s) to be displayed, detecting the brightness, colour, hue, colour temperature, gamma response or contrast of said image(s) to be displayed, determining the transmissivity of each layer of the multi layer display device in the localized area of said image(s) to achieve the brightness, colour, hue, colour temperature, gamma response and/or contrast detected or received, communicating the determined transmissivity of each layer of the multi layer display device in the localized area of said image(s) to a display device or storage device. A software device designed to do the same and a display device which can be utilized to controlling brightness, colour, hue, colour temperature, gamma response or contrast of at least one image.

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