

7. A display comprising of:

- i) at least one display device which emanates its own light upon which at least one image is displayed; and
- ii) at least one transmissivity control device that selectively controls the transmission of light from said display device to the viewer in the localised area of said image(s).

8. A display comprising of:

- i) at least one display device which is a transreflective display device, upon which at least one image is displayed;
- ii) at least one transmissivity control device that selectively controls the transmission of light from said display device to the viewer in the localised area of said image(s).

9. A display as described in any of claims 6 to 8 where the at least one transmissivity control device selectively controls

the brightness, colour, hue, colour temperature and/or contrast of said image(s) to be displayed in the localised area.

10. A display as claimed in any of claims 6 to 9 where the at least one transmissivity control device and the transmissivity of the at least one display device are used in conjunction to control contrast in the localised area of said image(s) to be displayed while brightness of said image(s) is maintained despite that change in contrast.

11. A display as claimed in any of claims 6, 8, 9 or 10 in which the display device(s) is (are) Liquid Crystal Display panel(s).

12. A display as claimed in any of claims 6, to 11 in which the transmissivity control device(s) is (are) Liquid Crystal Display panel(s).

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