

1. (canceled)
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7. A liquid crystal display device comprising:

a first substrate and a second substrate which are arranged to face each other in an opposed manner by way of liquid crystal; and

first electrodes which are formed in a pixel region of a liquid-crystal-side surface of a liquid crystal display part of the first substrate and second electrodes which are formed in a pixel region of a liquid-crystal-side surface of a liquid crystal display part of the second substrate, wherein

liquid crystal molecules are arranged in the substantially vertical direction with respect to the substrates in a state that an electric field is not generated between the first electrodes and the second electrodes, and

the liquid crystal display part is divided into a plurality of regions, and the liquid crystal display device further includes means which, with respect to a voltage applied between the first electrodes and the second electrodes formed per one or a plurality of frames, sequentially applies the voltage which is equal to or less than 20% of the maximum voltage between the first and second electrodes of the respective pixel regions of the divided regions of the liquid crystal display part per one or a plurality of frames.

8. A liquid crystal display device according to claim 7, wherein with respect to a voltage applied between the first electrodes and the second electrodes, the sequential application of the voltage which is equal to or less than 20% of the maximum voltage is performed within one minute.

9. A liquid crystal display device according to claim 7, wherein with respect to a voltage applied between the first electrodes and the second electrodes, the sequential application of the voltage which is equal to or less than 20% of the maximum voltage is performed within 5 seconds.

10. A liquid crystal display device comprising:

a liquid crystal display panel including a first substrate and a second substrate which are arranged to face each other in an opposed manner by way of liquid crystal, first electrodes which are formed in a pixel region of a liquid-crystal-side surface of the first substrate and second electrodes which are formed in a pixel region of a liquid-crystal-side surface of the second substrate; and

a touch panel which is arranged on an observation-side surface of the liquid crystal display panel, and

means which, with respect to a voltage applied between the first electrodes and the second electrodes of pixels corresponding to at least a portion of the touch panel which is touched, applies the voltage which is equal to or less than 20% of the maximum voltage.

11. A liquid crystal display device according to claim 10, wherein with respect to the voltage applied between the first

electrodes and the second electrodes of pixels corresponding to -at least a portion of the touch panel which is touched, the application of the voltage which is equal to or less than 20% of the maximum voltage is performed when not less than 0.1 seconds lapses after detection of touching.

12. A liquid crystal display device according to claim 10, wherein the liquid crystal display panel is configured such that liquid crystal molecules are arranged in the substantially vertical direction with respect to the substrates in a state that an electric field is not generated between the first electrodes and the second electrodes.

13. A liquid crystal display device comprising:

a liquid crystal display panel including a first substrate and a second substrate which are arranged to face each other in an opposed manner by way of liquid crystal, first electrodes which are formed in a pixel region of a liquid-crystal-side surface of the first substrate and second electrodes which are formed in a pixel region of a liquid-crystal-side surface of the second substrate, the liquid crystal display panel having liquid crystal molecules arranged in the substantially vertical direction with respect to the substrate in a state that an electric field is not generated between the first electrodes and the second electrodes; and

a touch panel which is arranged on an observation-side surface of the liquid crystal display panel, and

means which, with respect to a voltage applied between the first electrodes and the second electrodes of pixels, applies the voltage signal which is equal to or less than 20% of the maximum voltage in response to detection of touching of the touch panel.

14. A liquid crystal display device according to claim 13, wherein a path of video signals supplied to the first pixel electrodes is interrupted and the supply of the voltage signal which is equal to or less than 20% of the maximum voltage with respect to the voltage applied between the first electrodes and the second electrodes is performed on pixels corresponding to a touched portion and the vicinity thereof based on positional information from the touch panel.

15. A liquid crystal display device according to claim 13, wherein a path of video signals supplied to the first electrodes is interrupted and the supply of the voltage signal which is equal to or less than 20% of the maximum voltage with respect to the voltage between the first electrodes and the second electrodes is performed on pixels corresponding to a touched portion based on positional information from the touch panel.

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