

pixel area includes a display material selected from a group consisting of an emissive display material a reflective display material and the display device includes an electronics section, coupled to the inner surface of the transparent cover plate, the electronics section including a circuit board which provides electrical signals to the row electrodes and the column electrodes of the pixel structure.

**28.** A display device according to claim 27, wherein the circuit board is made from a dark-colored material to provide a light-absorptive background for the active pixel area.

**29.** A display device according to claim 27, wherein the circuit board is joined to the inner surface of the transparent cover plate by an adhesive and the adhesive includes dark-colored material whereby the assembled display device provides a light-absorptive background for the active pixel area.

**30.** A display device having a plurality of picture element (pixels), comprising:

a display section including the plurality of pixels, each pixel having a pixel structure which defines a pixel area including an active pixel area and an inactive pixel area in which only the active pixel area provides light, wherein the pixel structure includes a row electrode and a column electrode for driving the pixel structure and the active pixel area includes a display material selected from a group consisting of an emissive display material a reflective display material;

an electronics section, coupled to the display section, the electronics section including a circuit board which provides electrical signals to the row electrodes and the column electrodes of the pixel structure; and

an adhesive which binds the electronics section to the display section.

**31.** A display device according to claim 30, wherein the circuit board is made from a dark-colored material to provide a light-absorptive background for the active pixel area.

**32.** A display device according to claim 30, wherein the adhesive includes dark-colored material whereby the assembled display device provides a light-absorptive background for the active pixel area.

**33.** A display device according to claim 30, wherein the column electrodes are transparent and are formed directly on the transparent cover plate, the display material is deposited on the column electrodes and row electrodes are deposited on the display material and on portions of the transparent cover plate, wherein, before depositing the row electrodes, the portions of the transparent cover plate on to which the row electrodes are to be deposited are coated with a dark-colored material.

**34.** A display device according to claim 30, wherein the display material is an emissive display material and the display device further comprises a filter positioned over the plurality of pixels to pass light provided by the active pixel areas and to attenuate ambient reflected light which passes through the transparent cover plate, the patterned color filter and is reflected by the pixel areas of the display device.

**35.** A display device according to claim 34, wherein the filter is a neutral gray filter.

**36.** A display device according to claim 34, wherein the filter is a patterned color filter.

**37.** A display device according to claim 34, wherein the filter is a polarizing filter.

**38.** A display device according to claim 30, further including a transparent cover plate having an inner surface and an outer surface, the inner surface being in close proximity to the plurality of pixels and the outer surface including an anti-reflective coating.

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