



(19) **United States**

(12) **Patent Application Publication**  
**OH et al.**

(10) **Pub. No.: US 2016/0133178 A1**

(43) **Pub. Date: May 12, 2016**

(54) **DISPLAY DRIVING DEVICE, DISPLAY DEVICE AND OPERATING METHOD THEREOF**

**Publication Classification**

(51) **Int. Cl.**  
*G09G 3/20* (2006.01)  
(52) **U.S. Cl.**  
CPC ..... *G09G 3/2092* (2013.01); *G09G 2320/0252* (2013.01); *G09G 2310/08* (2013.01); *G09G 2310/0291* (2013.01)

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(57) **ABSTRACT**

A display device is provided. The display device includes a display panel including a plurality of pixel arrangement areas, a data driving unit including a plurality of source drivers, and a timing controller configured to process data that is input from an external device and configured to generate output data. Each of the plurality of pixel arrangement areas includes a plurality of pixels arranged in areas in which a plurality of gate lines intersect a plurality of data lines. Each of the plurality of source drivers outputs display data to data lines of its corresponding pixels. The timing controller classifies the plurality of pixel arrangement areas based on a distance between the timing controller and each of the plurality of pixel arrangement areas, and transmits the output data to the data driving unit at at least two transmission speeds based on the classification.

(21) Appl. No.: **14/837,027**

(22) Filed: **Aug. 27, 2015**

(30) **Foreign Application Priority Data**

Nov. 11, 2014 (KR) ..... 10-2014-0156245

