

What is claimed is:

1. A display control apparatus comprising:
 - a touch detector configured to detect a touch operation on a display unit; and
 - a memory and at least one processor and/or at least one circuit to perform the operations of the following units:
 - a display control unit configured to:
 - perform control, in a case where the touch detector detects a multi-touch operation on the display unit without detecting a predetermined touch operation maintained on the display unit from a time before detection of the multi-touch operation, such that a display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a first position that is based on the positions at which the multi-touch operation is performed, the predetermined touch operation including movement of a touch position on the display unit, and
 - perform control, in a case where the touch detector detects the predetermined touch operation and the touch detector detects a multi-touch operation while at least one touch of the predetermined touch operation has been maintained after the predetermined touch operation was performed, such that the display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a second position that is not based on the positions at which the multi-touch operation is performed.

2. The apparatus according to claim 1, wherein
the first position is located at a substantially central position between the touch positions at which the multi-touch operation is performed.
3. The apparatus according to claim 1, wherein
the second position is at a substantially central position of a display range of a display object displayed on the display unit.
4. The apparatus according to claim 3, wherein
the second position is a position that is not based on the central portion of the display range of the display object but based on an edge portion of the display object, in a case where the edge portion of the display object is displayed.
5. The apparatus according to claim 1, wherein
the predetermined touch operation is an operation for moving a touch position by a predetermined amount or more while a touch is maintained on the display object.
6. The apparatus according to claim 1, wherein
the predetermined touch operation is a single touch operation.
7. The apparatus according to claim 1, wherein

the display control unit is configured to change, in accordance with the predetermined touch operation, a display range of the display object in a display area of the display unit.

8. The apparatus according to claim 1, wherein

the display control unit is configured to display a reference position for enlargement or reduction, in accordance with the multi-touch operation being detected.

9. The apparatus according to claim 1, wherein

the display object is an image.

10. The apparatus according to claim 1, wherein

the display object is at least one of a document, a Web page, and a map.

11. The apparatus according to of claim 1, wherein

the display control apparatus is an image capturing apparatus.

12. The apparatus according to claim 1, wherein

the display control apparatus is at least one of a mobile phone terminal, a personal computer and a tablet terminal.

13. The apparatus according to claim 1, wherein

in a case where a state where no location is touched is entered after the predetermined touch operation is performed with a first

touch operation, a second touch operation is subsequently performed during a predetermined period after the first touch operation ends, and a multi-touch operation by the second touch operation is detected, the display control unit performs control such that the display object is enlarged or reduced with reference to a second position that is not based on the plurality of touch positions at which the multi-touch operation by the second touch operation is performed, even if the predetermined touch operation has not been detected after the first touch operation ends.

14. A control method of a display control apparatus comprising:

detecting a touch operation on a display unit; and

performing control, in a case where a multi-touch operation on the display unit is detected, and a predetermined touch operation maintained on the display unit from a time before detection of the multi-touch operation is not detected, such that a display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a first position that is based on the positions at which the multi-touch operation is performed, the predetermined touch operation including movement of a touch position on the display unit; and

performing control, in a case where the predetermined touch operation is detected, and a multi-touch operation on the display unit is detected while at least one touch of the predetermined touch operation has been maintained after the predetermined touch operation was performed, such that the display object displayed on the display

unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a second position that is not based on the positions at which the multi-touch operation is performed.

15. A display control apparatus comprising:

a touch detector configured to detect a touch operation on a display unit; and

a memory and at least one processor and/or at least one circuit to perform the operations of the following units:

a display control unit configured to:
perform control, in a case where a multi-touch operation on the display unit is detected after a predetermined time has elapsed since a predetermined touch operation was detected, such that a display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a first position that is based on the positions at which the multi-touch operation is performed, the predetermined touch operation including movement of a touch position on the display unit, and

perform control, in a case where a multi-touch operation on the display unit is detected within the predetermined period after the predetermined touch operation was detected, such that the display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation with reference to a second position that is not based on the positions at which the multi-touch operation is performed.

16. The apparatus according to claim 15, wherein

the first position is located at a substantially central position between the positions at which the multi-touch operation is performed,

the second position is at a substantially central position of a display range of the display object displayed on the display unit,

the predetermined touch operation is a touch operation, at one location, for moving a touch position by a predetermined amount or more while a touch is maintained on the display object, and the display control unit is configured to change the display range of the display object in a display area of the display unit, in accordance with the predetermined touch operation.

17. A control method of a display control apparatus comprising:

detecting a touch operation on a display unit;

performing control, in a case where a multi-touch operation on the display unit is detected after a predetermined time has elapsed since a predetermined touch operation was detected, such that a display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a first position that is based on the positions at which the multi-touch operation is performed, the predetermined touch operation including movement of a touch position on the display unit, and

performing control, in a case where a multi-touch operation on the display unit is detected within the predetermined period after the predetermined touch operation was detected, such that the display object displayed on the display unit is enlarged or reduced in

accordance with the multi-touch operation, with reference to a second position that is not based on the positions at which the multi-touch operation is performed.

18. A non-transitory computer-readable storage medium storing a program for causing a computer to function as a display control unit of a display control apparatus having a touch detector configured to detect a touch operation on a display unit, wherein the display control unit is configured to:

perform control, in a case where the touch detector detects a multi-touch operation on the display unit without detecting a predetermined touch operation maintained on the display unit from a time before detection of the multi-touch operation, such that a display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a first position that is based on the positions at which the multi-touch operation is performed, the predetermined touch operation including movement of a touch position on the display unit, and

perform control, in a case where the touch detector detects the predetermined touch operation and the touch detector detects a multi-touch operation while at least one touch of the predetermined touch operation has been maintained after the predetermined touch operation was performed, such that the display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a second position that is not based on the positions at which the multi-touch operation is performed.

19. A non-transitory computer-readable storage medium storing a program for causing a computer to function as a display control unit of a display control apparatus having a touch detector configured to detect a touch operation on a display unit, wherein

the display control unit is configured to:

perform control, in a case where a multi-touch operation on the display unit is detected after a predetermined time has elapsed since a predetermined touch operation was detected, such that a display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation, with reference to a first position that is based on the positions at which the multi-touch operation is performed, the predetermined touch operation including movement of a touch position on the display unit, and

perform control, in a case where a multi-touch operation on the display unit is detected within the predetermined period after the predetermined touch operation was detected, such that the display object displayed on the display unit is enlarged or reduced in accordance with the multi-touch operation with reference to a second position that is not based on the positions at which the multi-touch operation is performed.