CLAIMS:

1. A method of displaying information on a flexible display apparatus, the method comprising:

displaying an object ~~at a first location~~ on a flexible display of the flexible display apparatus;

moving the object ~~from the first location to a second location of the flexible display~~ based on a deformation of the flexible display; and

controlling the flexible display apparatus to unlock ~~executing a function associated with the object corresponding to the second location if~~ in response to the object ~~is~~being placed at ~~the second~~ a predetermined location according to the movement of the object .

2. The method as claimed in claim 1, wherein the displaying displays a lock screen comprising the object on the flexible display, and

wherein the controlling displaying a main screen of the flexible display apparatus in response to the object being placed at a predetermined location.~~function unlocks a lock screen of the flexible display apparatus.~~

~~3. The method as claimed in claim 2, wherein the function comprises unlocking the lock screen and executing an application associated with the second location.~~

~~4. The method as claimed in claim 2, wherein the function comprises unlocking the lock screen and displaying a main screen of the flexible display apparatus.~~

~~5~~3. The method as claimed in claim 1, wherein the performing the function comprises adjusting a moving distance of the object differently according to a degree of bending of the display.

~~6~~4. A flexible display apparatus comprising:

a flexible display;

a sensor configured to sense a deformation of the flexible display apparatus; and

a controller configured to control the flexible display to display an object ~~at a first location~~ on the flexible display, move the object ~~from the first location to a second location of~~

~~the flexible display~~ based on the deformation, and control the flexible display apparatus to unlock ~~execute a function associated with the object corresponding to the second location if~~ in response to the object ~~is~~ being placed ~~at the second~~ a predetermined location according to the movement of the object.

~~7~~5. The flexible display apparatus according to claim ~~6~~4, wherein the object is displayed on a lock screen, and

wherein the controller displaying a main screen of the flexible display apparatus in response to the object being placed at a predetermined location. ~~function comprises an unlock function to unlock a lock screen of the flexible display apparatus.~~

~~8~~6. The flexible display apparatus according to claim ~~6~~4, wherein the function comprises an application execution function to execute an application of the flexible display apparatus.

~~9~~7. The flexible display apparatus of claim ~~6~~4, wherein the controller is configured to determine the changed location based on a duration of the deformation.

~~10~~8. The flexible display apparatus of claim ~~6~~4, wherein the controller is configured to determine the changed location based on a location of the deformation.

~~11~~9. The flexible display apparatus of claim ~~10~~8, wherein the controller is configured to determine the changed location based on the location of the object with respect to the location of the deformation.

~~12~~10. The flexible display apparatus of claim ~~11~~9 wherein the deformation comprises a bending of the flexible display apparatus, and

wherein the controller is configured to determine the changed location based on a direction perpendicular to the location of the bending.

~~13~~11. The flexible display apparatus of claim ~~6~~4, wherein the object comprises one of an icon and an image.