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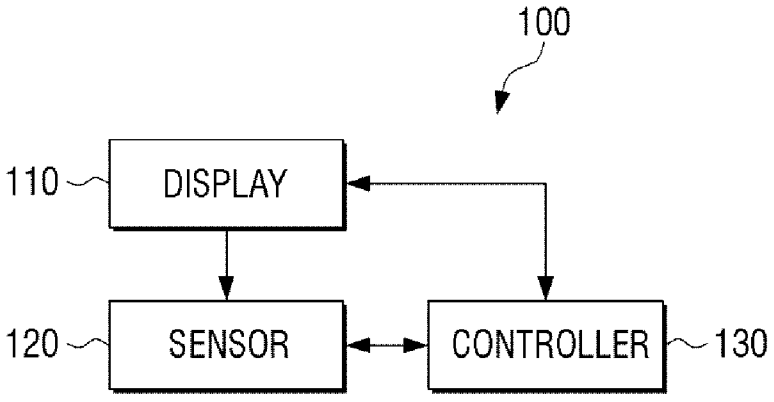
(54) Title: FLEXIBLE DISPLAY APPARATUS AND DISPLAY METHOD THEREOF



(57) Abstract: A flexible display apparatus configured to sense deformation of the flexible display apparatus, control display of an object displayed on the flexible display apparatus based on the deformation, and execute operations based on the displayed object.

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