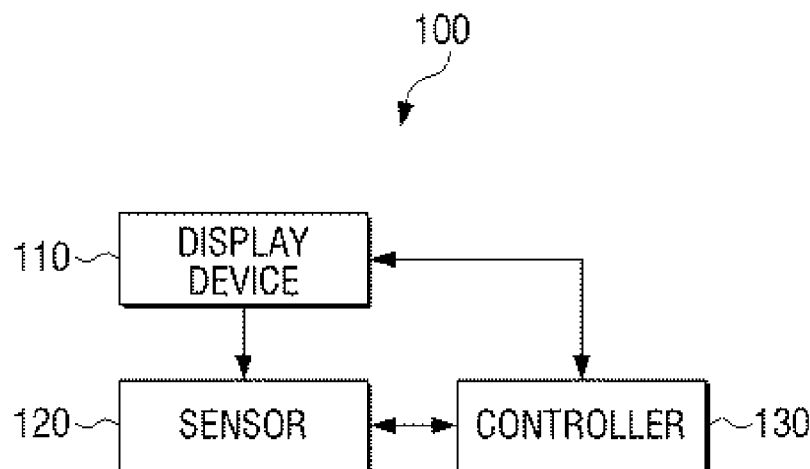




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(57) Abstract: A flexible apparatus and a control method thereof are provided. The flexible apparatus includes: a sensor which senses a bending of the flexible apparatus; and a controller which, if a bending line which is formed based on the bending is continuously moved in a first direction and thus reaches a location which corresponds to a display location of at least one object, provides a visual feedback with respect to the at least one object.