

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 sensing deformation of the flexible display apparatus; determining a second location of the object on the flexible display based on the deformation; and

executing a function associated with the object corresponding to the second location if the object is placed at the second location according to the movement of the object .of the flexible display apparatus associated with the second

2. The method as claimed in claim 1, wherein the 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. 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. 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 execute a function associated with the

~~the flexible display based on the deformation, and execute a function associated with the object corresponding to the second location if the object is placed at the second location according to the movement of the object. the flexible display to display a movable object that changes location on the flexible display based on the deformation and to control the flexible display to change the location of the movable object on the flexible display based on the deformation.~~

~~7. The flexible display apparatus according to claim 6, wherein the changed location corresponds to a function of the flexible display apparatus, and~~

~~wherein the controller is configured to execute the function in response controlling the flexible display to change the location of the movable object on the flexible display based on the deformation to the changed location.~~

87. The flexible display apparatus according to claim 76, wherein the function comprises an unlock function to unlock a lock screen of the flexible display apparatus.

98. The flexible display apparatus according to claim 76, wherein the function comprises an application execution function to execute an application of the flexible display apparatus.

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

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

121. The flexible display apparatus of claim 110, wherein the controller is configured to determine the changed location based on the location of the movable object with respect to the location of the deformation.

1312. The flexible display apparatus of claim 12-11 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.

1413. The flexible display apparatus of claim 6, wherein the object comprises one of an icon and an image.