

adjusting at least one of a volume, a size, a brightness, and a contrast of the screen according to the bend characteristic.

**8.** The method of claim 1, wherein the step of changing comprises:

adjusting at least one of moving speed and scrolling speed of the screen according to the bend characteristic.

**9.** The method of claim 1, further comprising:

storing the screen displayed on the display region when the bend is detected.

**10.** The method of claim 1, wherein the step of changing comprises:

changing at least one of a theme, a color or a form of text, and a type of language on the screen according to the detected bent characteristic.

**11.** The method of claim 1, further comprising:

outputting sound corresponding to the screen when the bend is detected.

**12.** The method of claim 1, further comprising:

outputting a haptic effect corresponding to the screen when the bend is detected.

**13.** A mobile terminal, comprising:

a flexible display configured to display a screen;

a sensing unit configured to determine that a part of display region of the flexible display is bent;

a controller configured to change the screen displayed on the display region according to a detected bend characteristic.

**14.** The mobile terminal of claim 13, wherein the bend characteristic is at least one of a detected bent area, bend direction, bend area, bending speed, bend angle and bend duration.

**15.** The mobile terminal of claim 13, wherein the controller is configured to change at least one of a moving direction of content on the screen, a scrolling direction of content on the screen, a type of content on the screen and a playing direction of content on the screen according to the detected bend characteristic.

**16.** The mobile terminal of claim 13, wherein the controller is configured to increase or decrease at least one of an audio volume, an audio or video play speed, a text scrolling speed, and an image shifting speed of the screen according to the detected bent characteristic.

**17.** The mobile terminal of claim 13, wherein the controller is configured to delete, copy or store content displayed on the flexible display according to the bend characteristic.

**18.** The mobile terminal of claim 13, wherein the controller is configured to change at least one of a theme, a color or a form of text, and a type of language on the screen according to the bend characteristic.

**19.** The mobile terminal of claim 13, further comprising, a sound output module configured to output a sound according to the bend characteristic; and a haptic module configured to output haptic effect according to the bend characteristic.

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