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(54) APPARATUS AND METHOD FOR PROVIDING HAPTICS OF IMAGE

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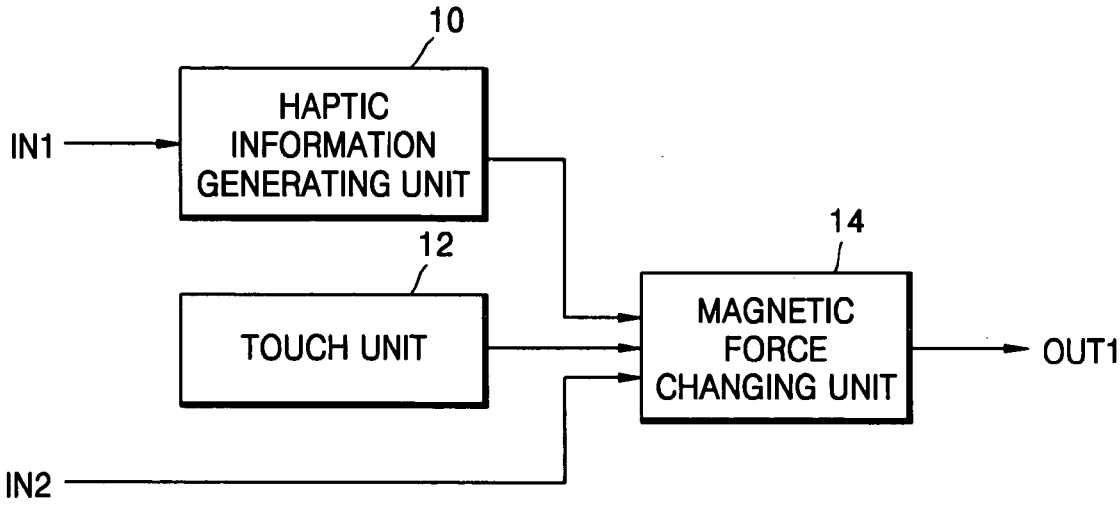
(57) **ABSTRACT**

An apparatus for and method of providing haptics of an image displayed through an image unit. The apparatus includes: a touch unit checking whether a user has touched a portion of the displayed image, and searching for a position of the portion when the user touches the portion; and a magnetic force changing unit changing magnetic forces in response to haptic information corresponding to the position and expressing the changed magnetic forces through the image unit. The haptics of the portion are provided through the change of the expressed magnetic forces.