

is displayed while not displaying the other half. When using this method, the display control apparatus detects that the size of the display unit 301 has halved, and halves the size of the display contents to be displayed. The positions of the detecting units 302 to 307 shown in FIG. 3A can also be changed according to the size reduction of the display unit 301. This enables the electronic book 300 to be used in a congested place such as a crowded train without concern for the surroundings.

[0121] In still another embodiment, when the display unit 301 of the electronic book 300 is folded in two to the outside, identical display contents can be reduced to half-size and displayed in the left half portion and the right half portion. This enables the electronic book 300 to be viewed simultaneously by many people.

[0122] The display method explained in the embodiments can be realized by making a computer, such as a personal computer and a work station, execute a program that is prepared beforehand. The program is stored in a computer-readable recording medium, such as a hard disk, a flexible disk, a compact-disc read-only memory, a magneto optical disk, a digital versatile disk, and the like, and is executed by being read from the recording medium by the computer. The program can be a transmission medium that can be distributed via a network such as the Internet.

[0123] Although the invention has been described with respect to a specific embodiment for a complete and clear disclosure, the appended claims are not to be thus limited but are to be construed as embodying all modifications and alternative constructions that may occur to one skilled in the art which fairly fall within the basic teaching herein set forth.

[0124] The present document incorporates by reference the entire contents of Japanese priority document, 2005-299355 filed in Japan on Oct. 13, 2005.

What is claimed is:

1. A display control apparatus, comprising:
 - a detecting unit configured to detect a bend of a flexible display;
 - a determining unit configured to determine a display command based on the detected bend; and
 - a control unit configured to control to display an image of turning pages sequentially turned based on the display command.
2. The display control apparatus according to claim 1, wherein
 - the detecting unit is configured to detect a bend at an edge of the flexible display; and
 - the control unit is configured to switch to display an index of contents, when the detecting unit detects a bend at the edge.
3. The display control apparatus according to claim 2, wherein
 - the detecting unit is configured to detect a predetermined bend of the flexible display; and
 - the control unit is configured to mark a display content being displayed on the flexible display when the detect-

ing unit detects the predetermined bend, and to add the marked display content to the index.

4. The display control apparatus according to claim 1, wherein

- the detecting unit is configured to detect a folded state in which the flexible display is folded, and a reopened state in which the flexible display is reopened after once being in the folded state, and

- the control unit is configured to stop display on the flexible display when the detecting unit detects the folded state, and to restart the display when the detecting unit detects the reopened state.

5. The display control apparatus according to claim 1, further comprising a retaining unit configured to retain a display content on the flexible display; wherein

- the detecting unit is configured to detect a folded state in which the flexible display is folded and a reopened state in which the flexible display is reopened after once being in the folded state, and

- the control unit is configured to retain a display content, when the detecting unit detects the folded state, the display content being displayed at a time of detection of the folded state, and to display retained display content on the flexible display when the detecting unit detects the reopened state.

6. A display method of a flexible display, comprising:

- detecting a bend of a flexible display;

- determining a display command based on the detected bend; and

- controlling to display an image of turning pages sequentially turned based on the display command.

7. The display method according to claim 6, wherein

- the detecting includes detecting a bend at an edge of the flexible display; and

- the controlling includes controlling the flexible display to switch to display, when the bend is detected at the edge, an index of contents.

8. The display method according to claim 7, wherein

- the detecting includes detecting a predetermined bend of the flexible display; and

- the controlling includes controlling the flexible display to mark a display content being displayed on the flexible display, when the predetermined bend is detected at the detecting, and to add the marked display content to the index.

9. The display method according to claim 6, wherein

- the detecting includes detecting a folded state in which the flexible display is folded, and a reopened state in which the flexible display is reopened after once being in the folded state, and

- the controlling includes controlling the flexible display to stop display when the folded state is detected at the detecting, and to restart the display when the reopened state is detected the detecting.

10. The display method according to claim 6, further comprising retaining a display content on the flexible display; wherein