

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 retain a display content, when the folded state is detected at the detecting, the display content being displayed at a time of detection of the folded state, and to display retained display content when the reopened state is detected at the detecting.

11. A computer-readable recording medium that stores therein a computer program for realizing a display method of a flexible display, the computer program making a computer execute:

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.

12. The computer-readable recording medium according to claim 11, 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 an index of contents, when the bend is detected at the edge.

13. The computer-readable recording medium according to claim 12, 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.

14. The computer-readable recording medium according to claim 11, 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.

15. The computer-readable recording medium according to claim 11, further comprising retaining a display content on the flexible display; 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 retain a display content, when the folded state is detected at the detecting, the display content being displayed at a time of detection of the folded state, and to display retained display content when the reopened state is detected at the detecting.

16. A display control apparatus, comprising:

a detecting unit configured to detect a flexure of a flexible display;

a determining unit configured to determine whether the flexure has a first pattern;

a command generating unit configured to generate a first display control signal to control video data to be displayed on the flexible display, wherein

the first display control signal is generated when the determining unit determines that the flexure has the first pattern.

17. The display control apparatus according to claim 16, wherein

the determining unit is configured to further determine whether the flexure has a second pattern that is different from the first pattern,

the command generating unit is configured to generate a second display control signal when the determining unit determines that the flexure is the second pattern, and

the video data includes content index information, if the flexure is a second predetermined flexure.

18. The display control apparatus according to claim 16, wherein the first predetermined flexure is a flexure in which the flexible display is bent on a whole area thereof.

19. The display control apparatus according to claim 17, wherein the second predetermined flexure is a flexure in which the flexible display is partially bent on an edge area thereof.

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