

equivalents to the exemplary embodiments disclosed herein and that modifications and variations may be made thereto without departing from the scope and spirit of the inventions, which are to be limited not by the exemplary embodiments but by the appended claims.

What is claimed is:

1. A method in a visual interface having a plurality of picture elements disposed on a substrate, the method comprising:

configuring a viewable display area of the visual interface by expanding or contracting the substrate in at least one dimension;

controlling a characteristic of the visual interface based on the configuration of the viewable display area.

2. The method of claim **1**, the viewable display area having a surface dimension, expanding or contracting the substrate in a direction substantially parallel to the surface dimension of viewable display area.

3. The method of claim **1**, configuring the viewable display area includes changing a size characteristic of the viewable display area, controlling the characteristic of the visual interface includes controlling brightness of the visual interface based on the size characteristic of the viewable display area.

4. The method of claim **1**, configuring the viewable display area includes changing a size characteristic of the viewable display area, addressing a group of neighboring picture elements as a single picture element, the number of neighboring picture elements in the group dependent on the size characteristic of the viewable display area.

5. The method of claim **4**, addressing a lesser number of neighboring picture elements in the group when the size characteristic of the display is smaller, and addressing a greater number of neighboring picture elements in the group when the size characteristic of the display is greater.

6. The method of claim **1**, configuring the viewable display area includes changing a size characteristic of the viewable display area, controlling the characteristic of the visual interface includes enabling a greater number of picture elements when the size characteristic is relatively large and enabling a lesser number of picture elements when the size characteristic is relatively small.

7. The method of claim **1**, detecting the configuration of the viewable display area upon expanding or contracting the substrate in at least one dimension;

controlling the characteristic of the visual interface in response to detecting the configuration of the viewable display area.

8. The method of claim **7**, detecting the configuration of the viewable display area by detecting a change in an electrical property of the substrate.

9. The method of claim **1**, expanding or contracting the substrate in at least one dimension substantially parallel to the

surface dimension of viewable display area by applying an electrical signal to the substrate.

10. The method of claim **1**, configuring the viewable display area based on content displayed on the visual interface.

11. A portable electronic device comprising:

a visual interface having a plurality of picture elements disposed on a surface of a substrate,

a viewable display area of the visual interface is configurable by expanding or contracting the substrate in a direction substantially parallel to a surface dimension of the viewable display area;

a controller communicably coupled to the visual interface, the controller configuring a characteristic of the visual interface based on the configuration of the viewable display area.

12. The device of claim **11**, the controller controlling a brightness characteristic of the visual interface based on a size configuration of the viewable display area.

13. The device of claim **11**, the controller addressing a group of neighboring picture elements as a single picture element, the number of neighboring picture elements in the group dependent on the size characteristic of the viewable display area.

14. The device of claim **13**, the controller addressing a lesser number of neighboring picture elements in the group when the size characteristic of the display is smaller, and the controller addressing a greater number of neighboring picture elements in the group when the size characteristic of the display is greater.

15. The device of claim **11**, the controller controlling the characteristic of the visual interface includes enabling a greater number of picture elements when a size of the viewable display area is relatively large and enabling a lesser number of picture elements when the size of the viewable display area is relatively small.

16. The device of claim **11**,

the controller detecting the configuration of the viewable display area upon expanding or contracting the substrate;

the controller controlling the characteristic of the visual interface in response to detecting the configuration.

17. The device of claim **16**, the controller detecting the configuration of the viewable display area by detecting a change in an electrical property of the substrate.

18. The device of claim **11**, the controller applying an electrical signal to the substrate to control expansion and contraction of the substrate applying an electrical signal to the substrate.

19. The device of claim **11**, configuring the viewable display area of the visual interface based on content displayed on the visual interface.

20. The device of claim **11**, where the visual display changes to a default configuration when the device powers off.

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