【CLAIMS】

1. An electronic device, comprising:

a flexible display configured to enclose an front surface of the electronic device; and

a controller configured to control an electronic device function operation based on the flexible display,

wherein the controller controls to display a plurality of icons corresponding to an application or a specific function in at least one area of sub-areas of the flexible display, to detect an input for selecting at least one icon of the plurality icons, to detect a swipe input of the selected at least one icon to at least one area of main areas of the flexible display, to execute the application or the specific function corresponding to the selected at least one icon, and to display a screen according to the execution in the main area in which the swipe input is detected.

2. The electronic device of claim 1, wherein the main area is an area configured to enclose a front surface and a rear surface of the electronic device,

the sub-area is an area extended from at least one of the main areas to enclose at least one side surface of the electronic device, and

in the flexible display,

the main area and the sub-area are integrally formed.

3. The electronic device of claim 2, wherein the main area comprises a first main area configured to enclose the front surface of the electronic device

and a second main area configured to enclose the rear surface of the electronic device.

4. The electronic device of claim 2, wherein the sub-area comprises:

a first sub-area comprising an area extended from the first main area and an area extended from a second main area spaced at a predetermined gap from the area extended from the main area; and

a second sub-area extended from the first main area to be connected to the second main area.

5. The electronic device of claim 2, wherein the sub-area comprises a curved surface in at least a portion thereof.

6. The electronic device of claim 1, wherein the controller controls to detect a selection input to at least one content on a screen displayed in the main area, to detect a swipe input of the selected content to another main area, and to display additional information related to the content in the another main area.

7. The electronic device of claim 6, wherein the controller controls to temporarily store data corresponding to the selected content.

8. The electronic device of claim 1, wherein the controller controls to share, when a random application is being executed in another main area in which the swipe input is detected, data of the content with the random application.

9. The electronic device of claim 1, wherein the controller controls to detect a screen conversion input in a state in which a screen related to the application or the specific function is displayed in the main area in which the swipe input is detected and to convert the displayed screen to a screen displayed in another main area according to the input.

10. The electronic device of claim 1, wherein the controller controls to display a plurality of plates configured to classify and display an object corresponding to the content on another main area when the swipe input is detected, to detect a selection input to one object displayed in one plate of the plurality plates, to detect swipe to the another main area, and to display a content corresponding to the object in the another main area or to share the content data, and

wherein the plurality of plates each correspond to an application or a function.

11. The electronic device of claim 1, wherein at least one area of sub-areas of the flexible display configured to display the plurality of icons is extended in a direction of a drag input onto the area.

12. The electronic device of claim 1, wherein the controller controls to change a color of at least one icon selected from the plurality of icons.

13. The electronic device of claim 1, wherein the controller controls to terminate display of the area when detecting at least one of drag and swipe on at

least one area of sub-areas of the flexible display configured to display a plurality of icons.

14. The electronic device of claim 1, further comprising a communication module configured to communicate with an external electronic device,

wherein the controller controls to display a user interface corresponding to a function related to the external electronic device in at least one area of sub-areas of the flexible display when the controller detects a connection to an external electronic device, to detect an input on the displayed user interface, and to display information related to the external electronic device in at least one area of main areas of the flexible display according to the detected input, and controls the external electronic device according to the detected input.

15. The electronic device of claim 14, wherein the controller controls to change and display a location that displays a user interface corresponding to a function related to the external electronic device in at least one area of the sub-areas corresponding to a holding position detected by the electronic device.

16. The electronic device of claim 14, wherein the controller controls to detect an input on the at least one area, to extend the at least one area according to the input, and to display a user interface corresponding to a function related to the outer electronic device in the extended area.

17. The electronic device of claim 14, wherein, when at least one of the external electronic device and the electronic device provides a reproduction

function, the controller controls to display a user interface related to the reproduction function in at least one area of the sub-areas.

18. The electronic device of claim 14, wherein the controller controls to display a user interface corresponding to a function related to the external electronic device in at least one area of the sub-areas in one form of a landscape mode, portrait mode, two hand mode, and one hand mode according to a function or a service related to the external electronic device.

19. The electronic device of claim 14, wherein the controller controls to display a user interface corresponding to a function related to the external electronic device in at least one area of the main area and the sub-area of the flexible display of the electronic device according to a function or a service related to the external electronic device.

20. A method of operating an electronic device having a flexible display, the method comprising:

displaying a plurality of icons corresponding to an application or a specific function in at least one area of sub-areas of the flexible display;

detecting an input for selecting at least one icon of the plurality of icons;

detecting a swipe input of the selected at least one icon to at least one area of main areas of the flexible display; and

executing the specific function or the application corresponding to the selected at least one icon and displaying a screen according to the execution in a main area in which the swipe input is detected.

21. The method of claim 20, further comprising:

detecting a selection input to at least one content on a screen displayed in the main area;

detecting a swipe input of the selected content to another main area; and

displaying additional information related to the content in the another main area.

22. The method of claim 21, wherein detecting a swipe input of the selected content comprises temporarily storing data corresponding to the selected content.

23. The method of claim 21, wherein displaying additional information related to the content comprises sharing, when a random application is being executed in the another main area in which the swipe input is detected, data of the content in the random application.

24. The method of claim 21, further comprising:

displaying a plurality of plates configured to classify and display the object corresponding to the content on the another main area when the swipe input is detected;

detecting a selection input to one object displayed in one plate of the plurality of plates; and

detecting swipe to the another main area and displaying a content corresponding to the object in the another main area or sharing the content data,

wherein the plurality of plates each correspond to an application or a function.

25. The method of claim 21, further comprising:

detecting a screen conversion input in a state in which a screen related to the application or the specific function is displayed in a main area in which the swipe input is detected; and

converting the displayed screen to a screen displayed in the another main area according to the input.

26. The method of claim 20, further comprising:

detecting a connection to an external electronic device;

displaying a user interface corresponding to a function related to the external electronic device in at least one area of sub-areas of the flexible display when a connection to the external electronic device is detected;

detecting an input on the displayed user interface;

displaying information related to the external electronic device in at least one area of main areas of the flexible display according to the detected input; and

controlling the external electronic device according to the detected input.

27. The method of claim 26, wherein displaying a user interface corresponding to a function comprises changing and displaying a position that displays a user interface corresponding to a function related to the external electronic device in at least one area of sub-areas corresponding to a holding position detected by the electronic device.

28. The method of claim 26, wherein displaying a user interface corresponding to a function comprises:

detecting an input on the at least one area;

extending at least one area according to the input; and

displaying a user interface corresponding to a function related to the external electronic device in the extended area.

29. The method of claim 26, wherein displaying a user interface corresponding to a function comprises displaying, when at least one of the external electronic device and the electronic device provides a reproduction function, a user interface related to the reproduction function in at least one area of the sub-areas.

30. The method of claim 26, wherein displaying a user interface corresponding to a function comprises displaying a user interface corresponding to a function related to the external electronic device in at least one area of the sub-areas in a landscape mode, portrait mode, two hand mode, and one hand mode according to a function or a service related to the external electronic device.

31. The method of claim 26, wherein displaying a user interface corresponding to a function comprises displaying a user interface corresponding to a function related to the external electronic device in at least one area of a main area and a sub-area of the flexible display of the electronic device according to a function or service related to the external electronic device.

32. A computer readable recording medium in which a program for executing a flexible display of an electronic device and a method of operating the

same is recorded, the computer readable recording medium comprises operations of:

displaying a plurality of icons corresponding to an application or a specific function in at least one area of sub-areas of the flexible display;

detecting an input for selecting at least one icon of the plurality of icons;

detecting a swipe input of the selected at least one icon to at least one area of main areas of the flexible display; and

executing the application or the specific function corresponding to the selected at least one icon and displaying a screen according to the execution in the main area in which the swipe input is detected.