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(54) **DISPLAY DEVICE**

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(57) **ABSTRACT**

A display device may include: a display panel; a frame to which the display panel is coupled; a roller extending along one side of the display panel; a cover unwound from or wound around the roller; a bar which is positioned behind the display panel, to which one end of the cover is fixed, and which is movably coupled to the frame; a pair of reels which opposite each other with respect to the roller; a driving assembly which rotates the pair of reels; and a pair of wires which are wound around or unwound from the pair of reels, and which are fixed to the bar, wherein the reel may include a groove which is formed in a helix shape on an outer circumferential surface of the reel, and around which the wire is wound or from which the wire is unwound.

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