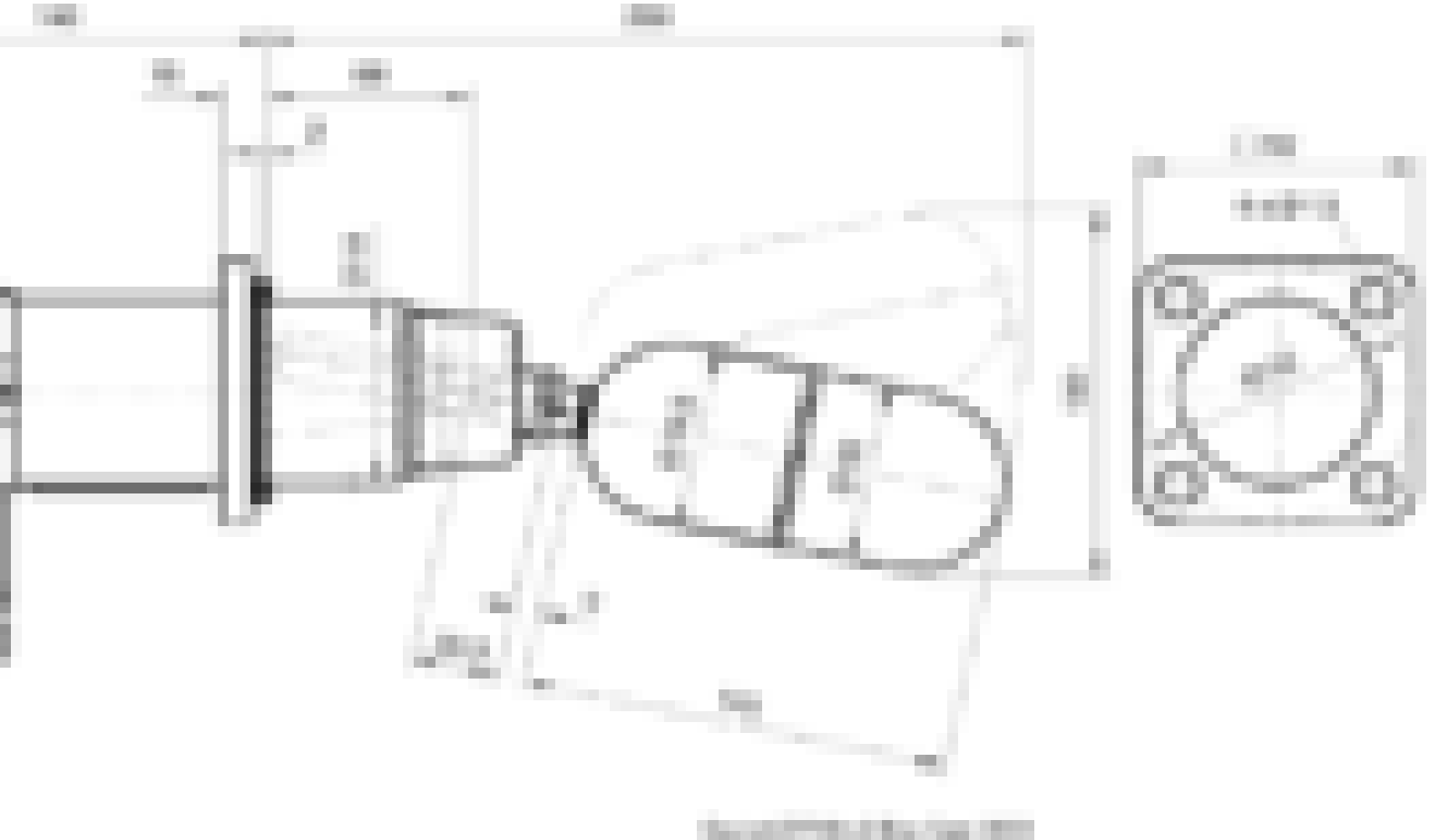ersta