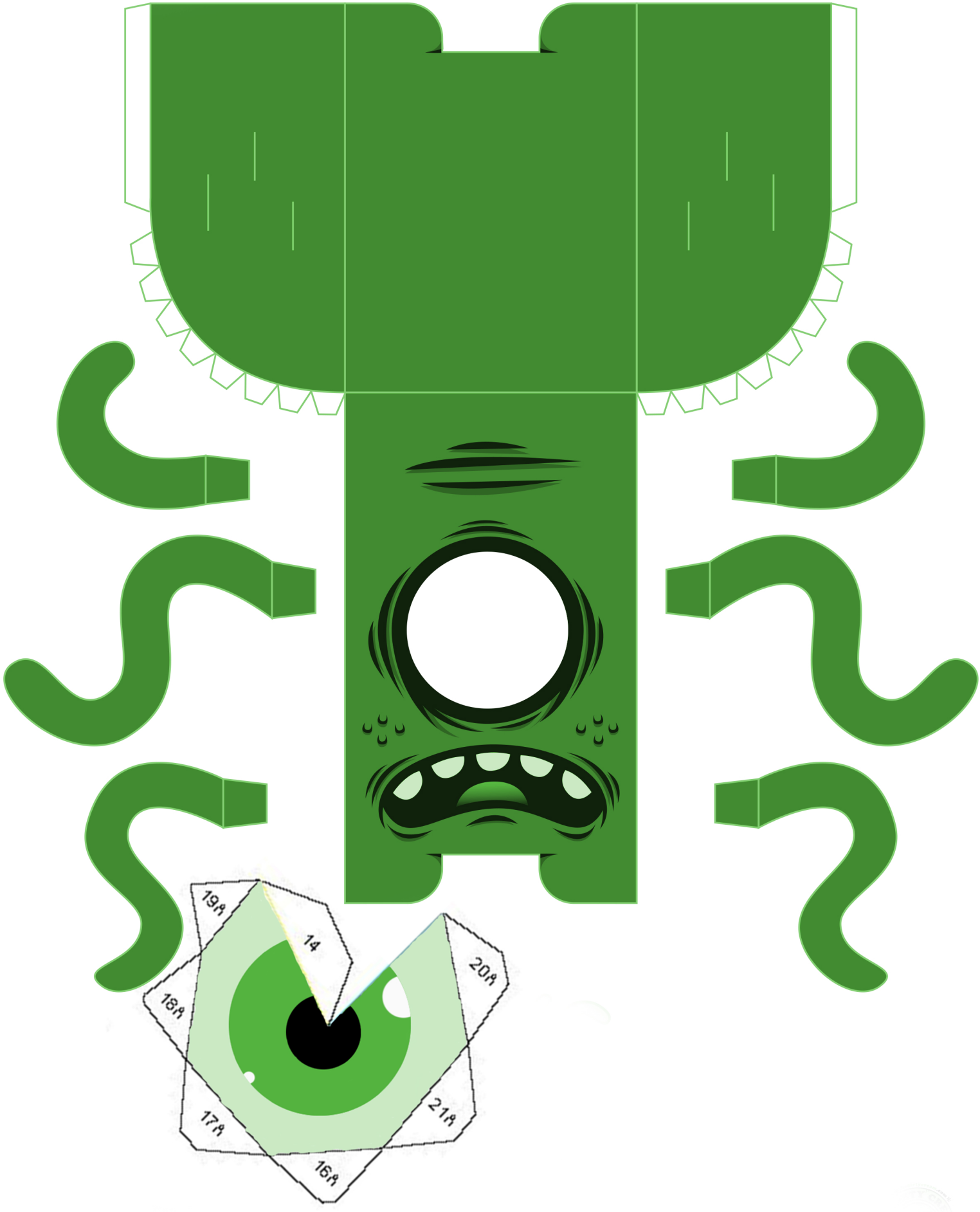all rights reserved