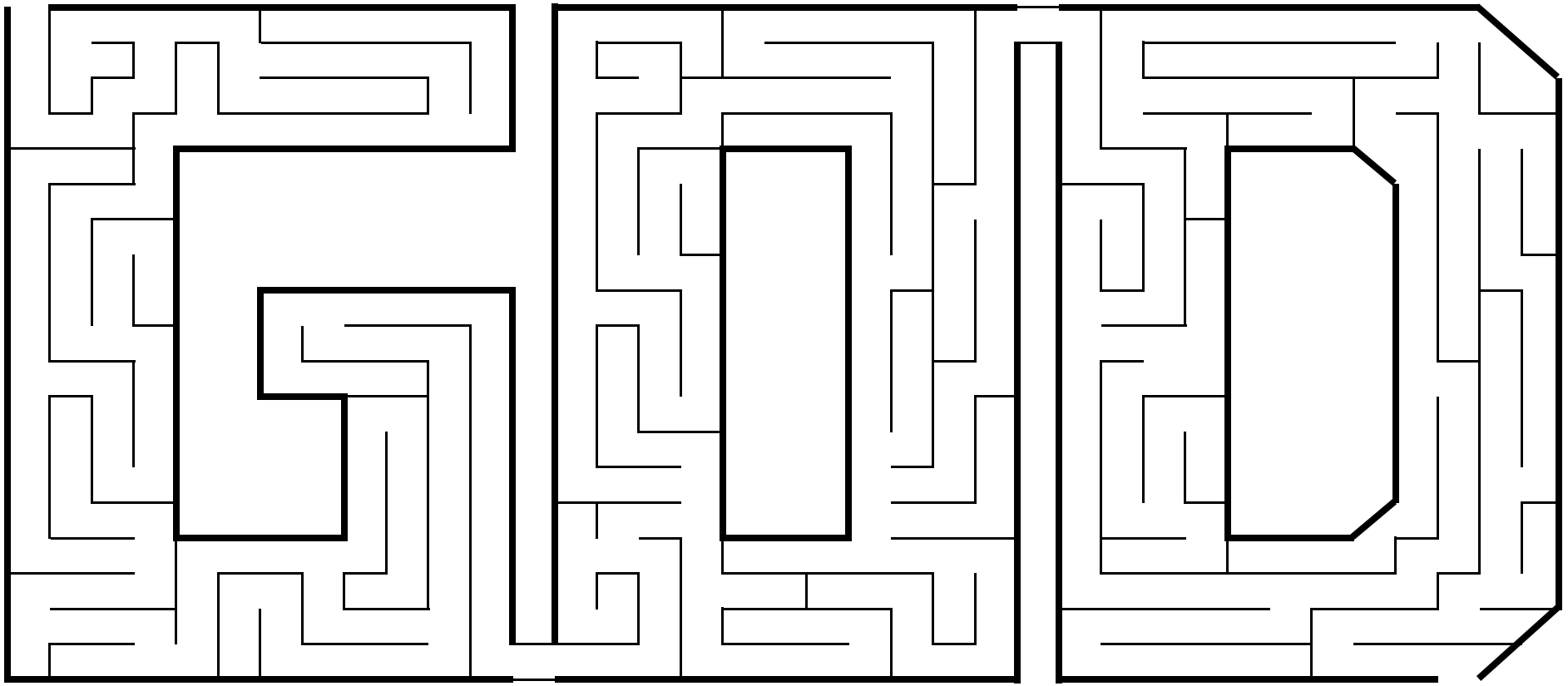Start un