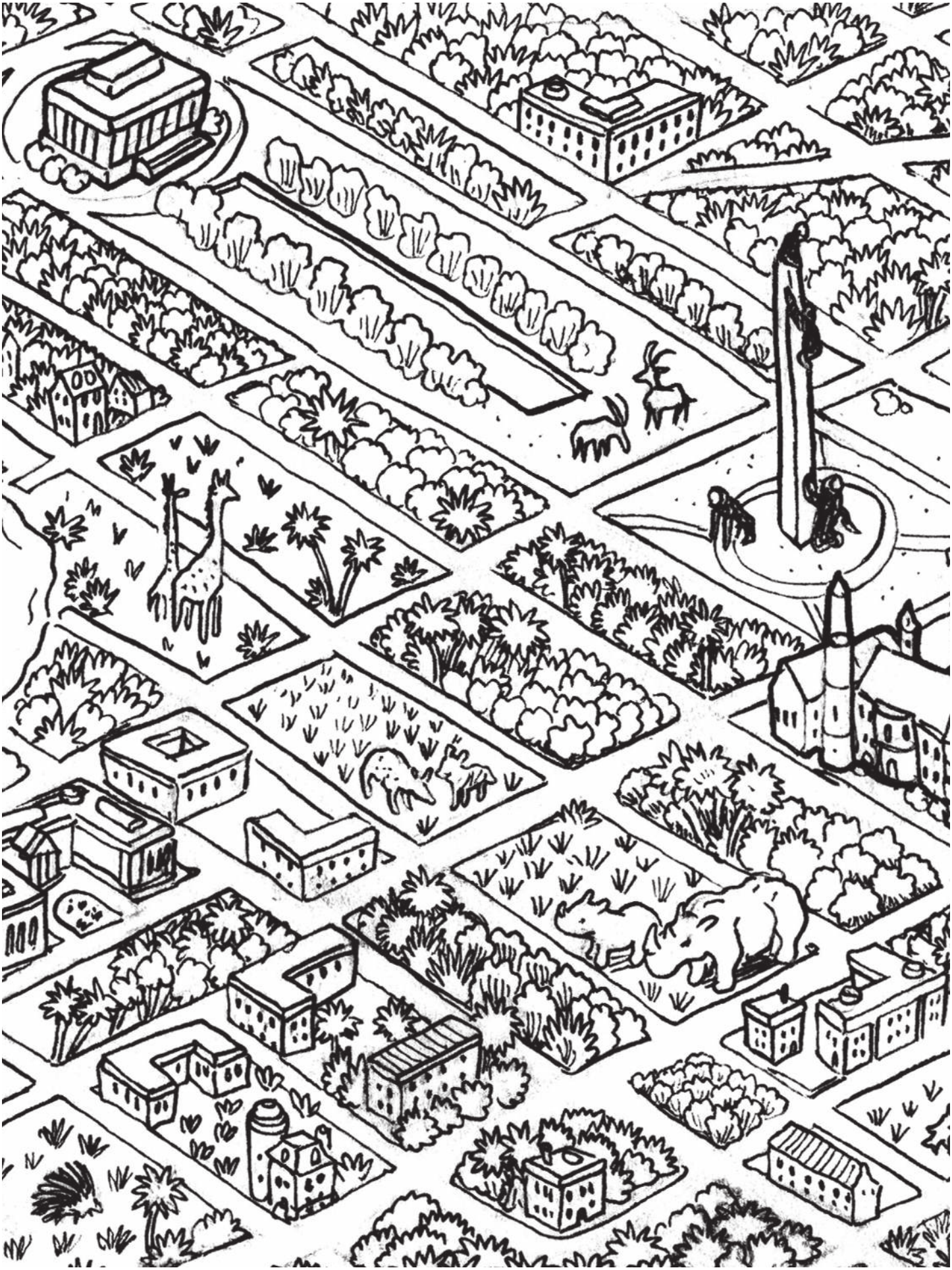YOU ARE HERE