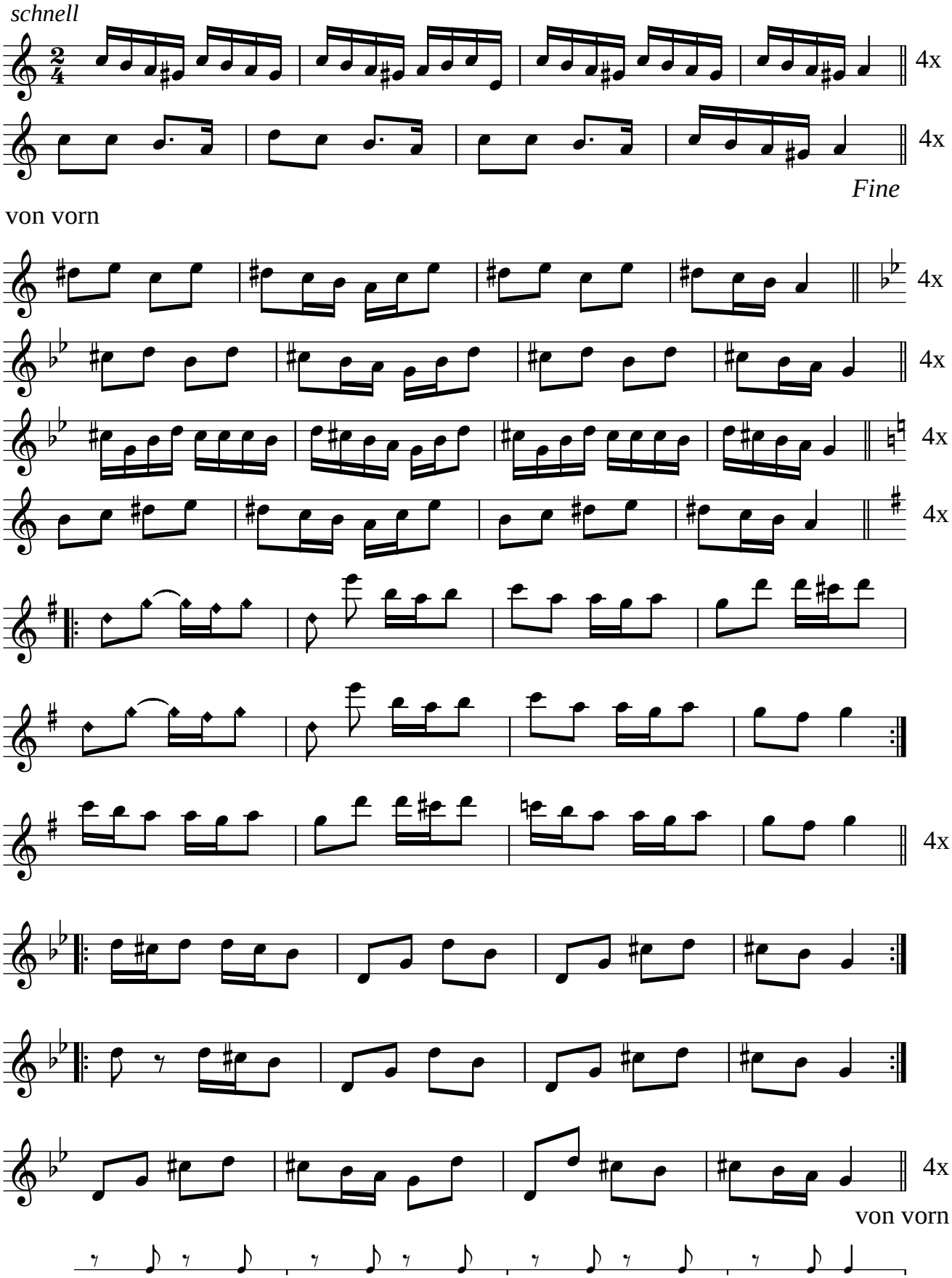šira