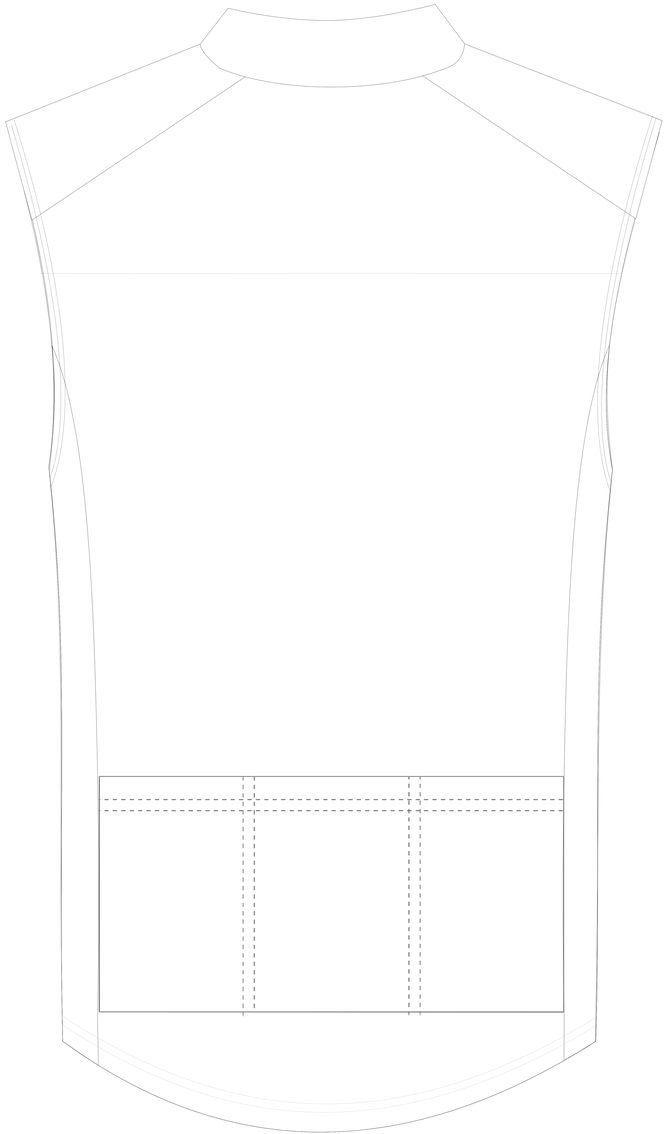B-W