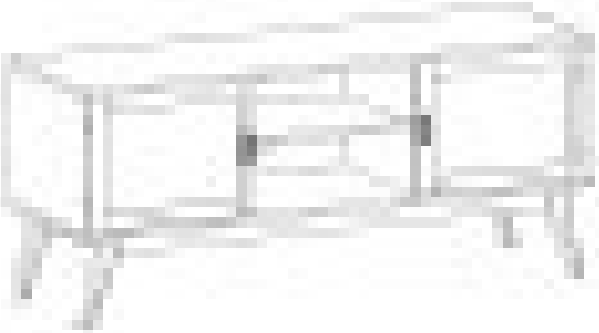SIMPLICITY