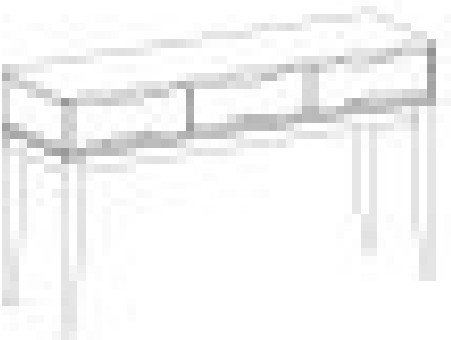SIMPLE