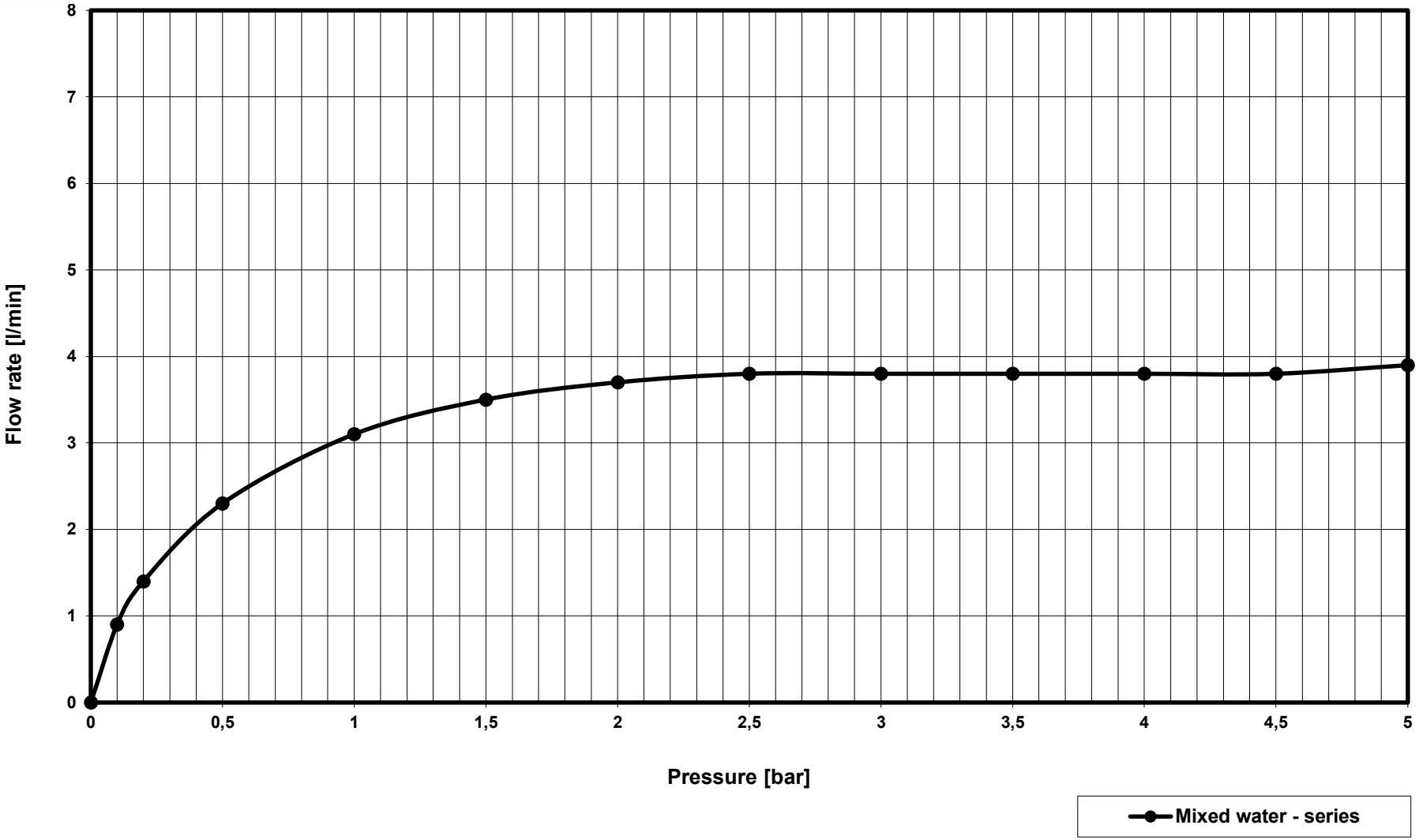Ideal Standard