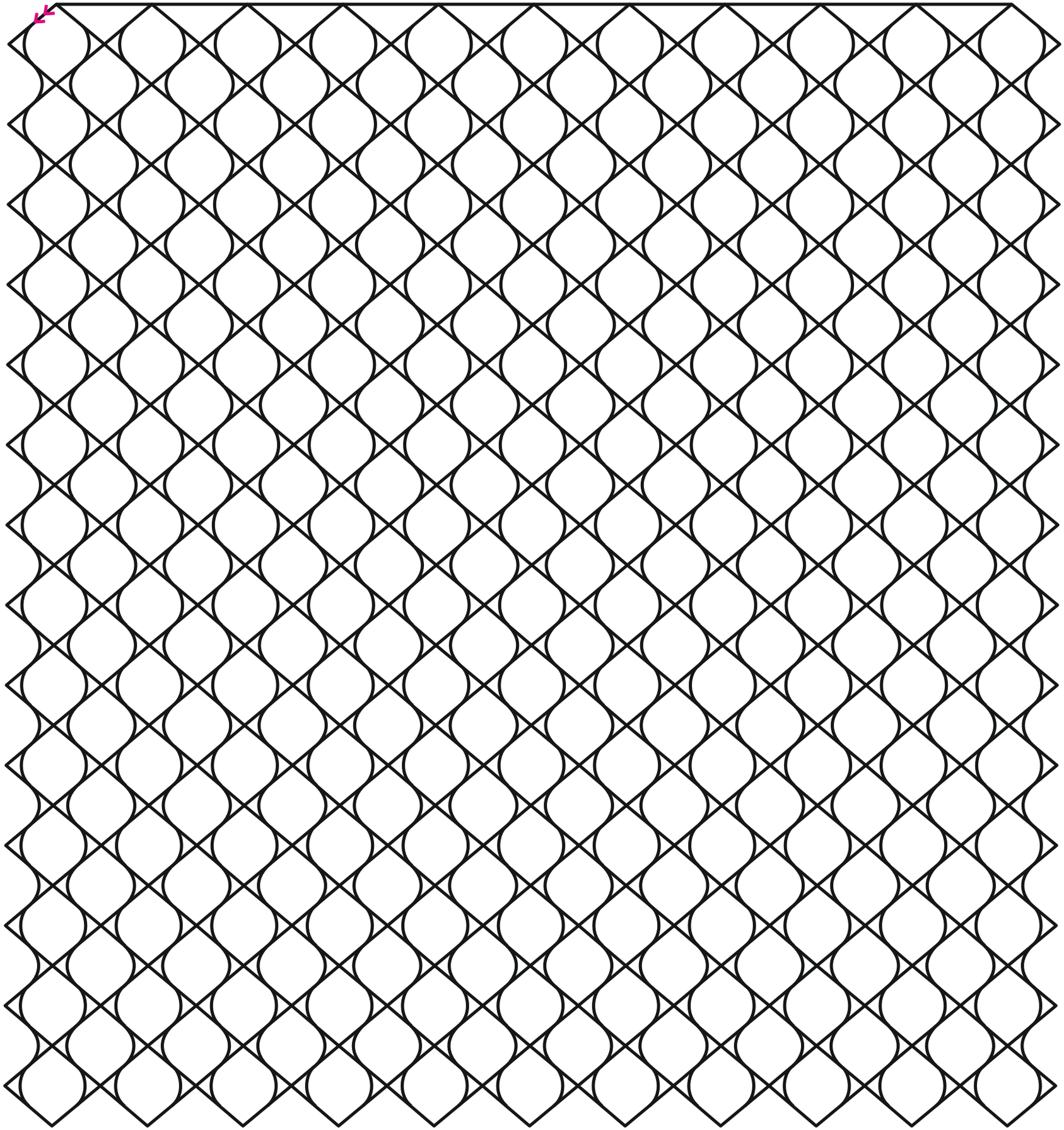начало