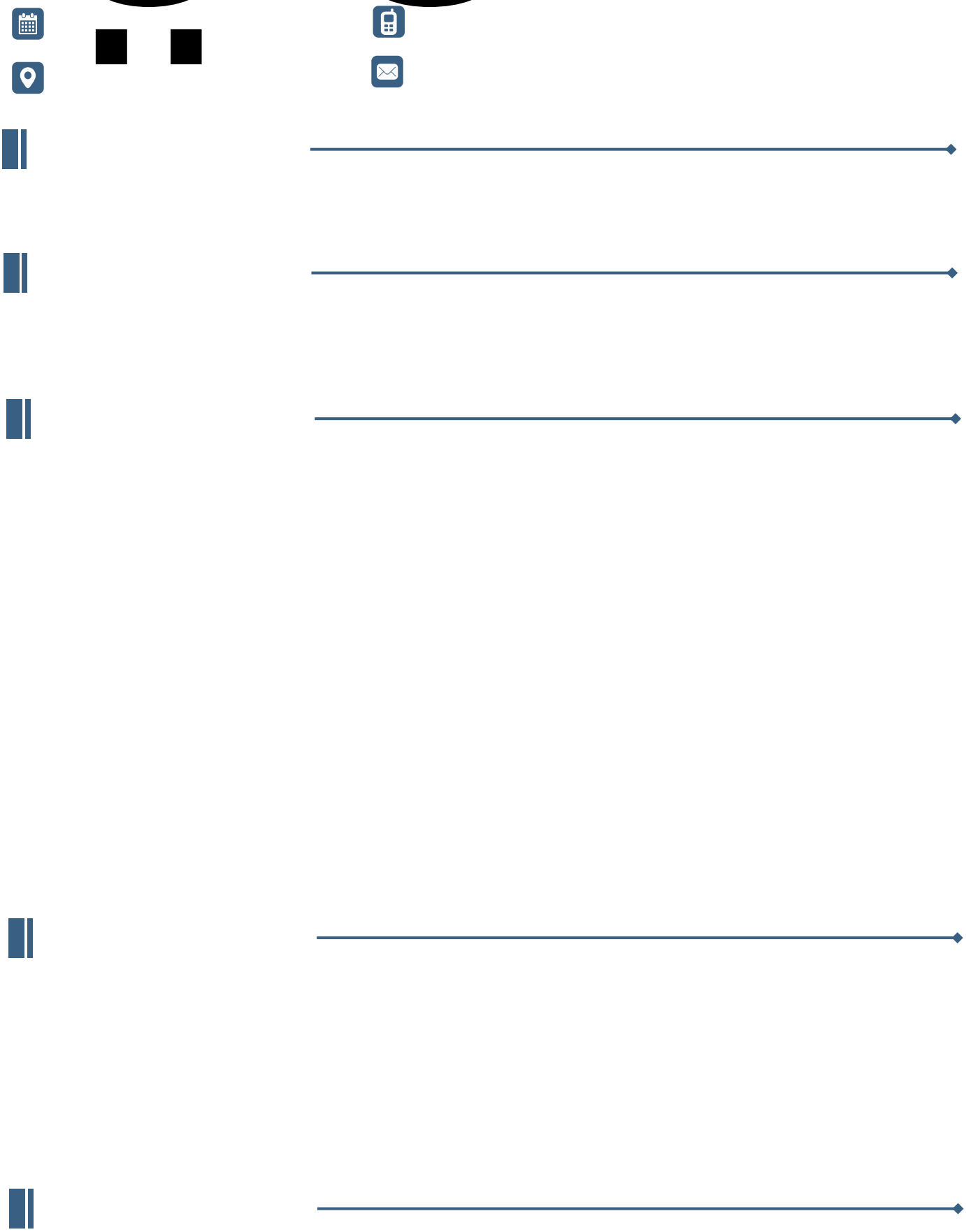ego