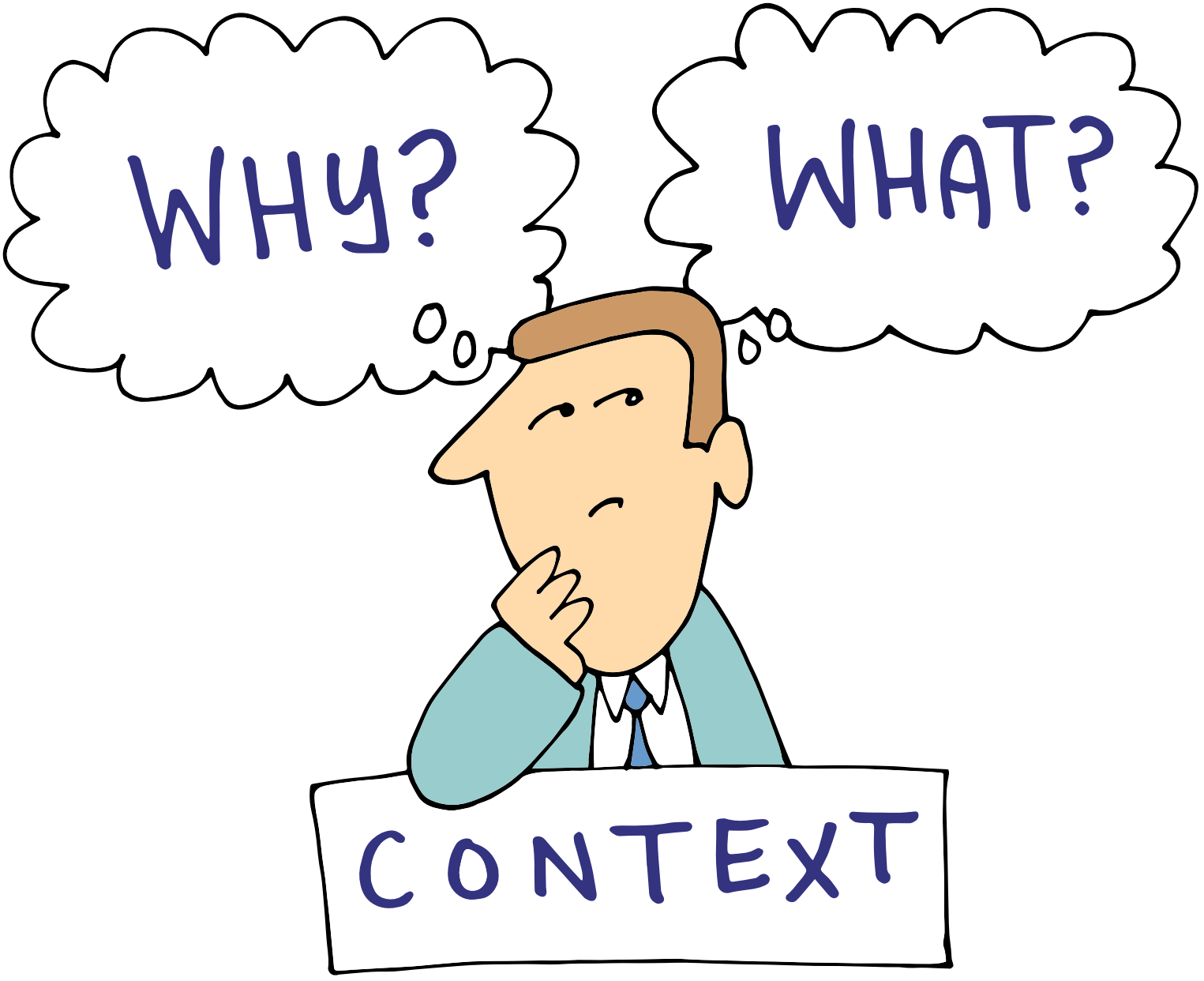
WHY?
WHAT?
CONTEXT