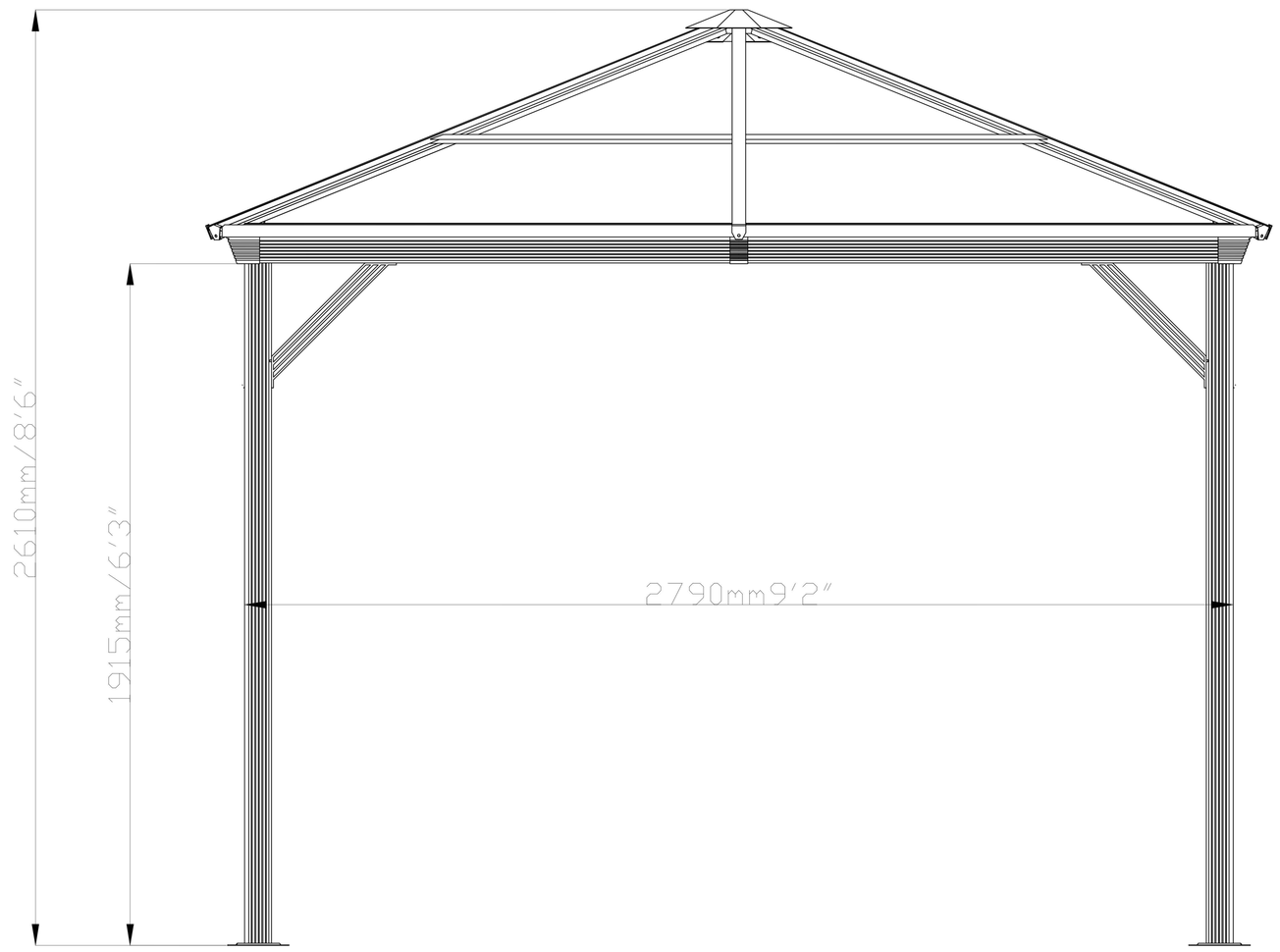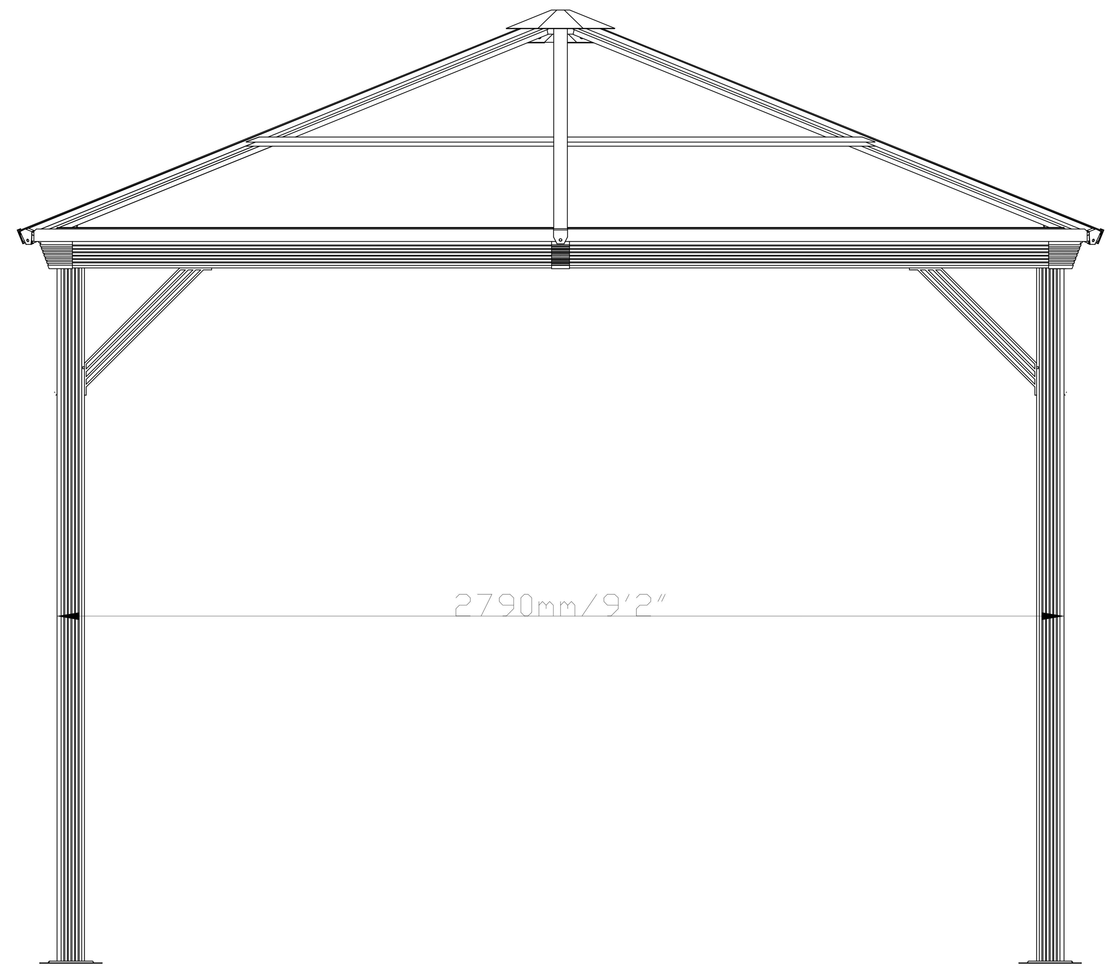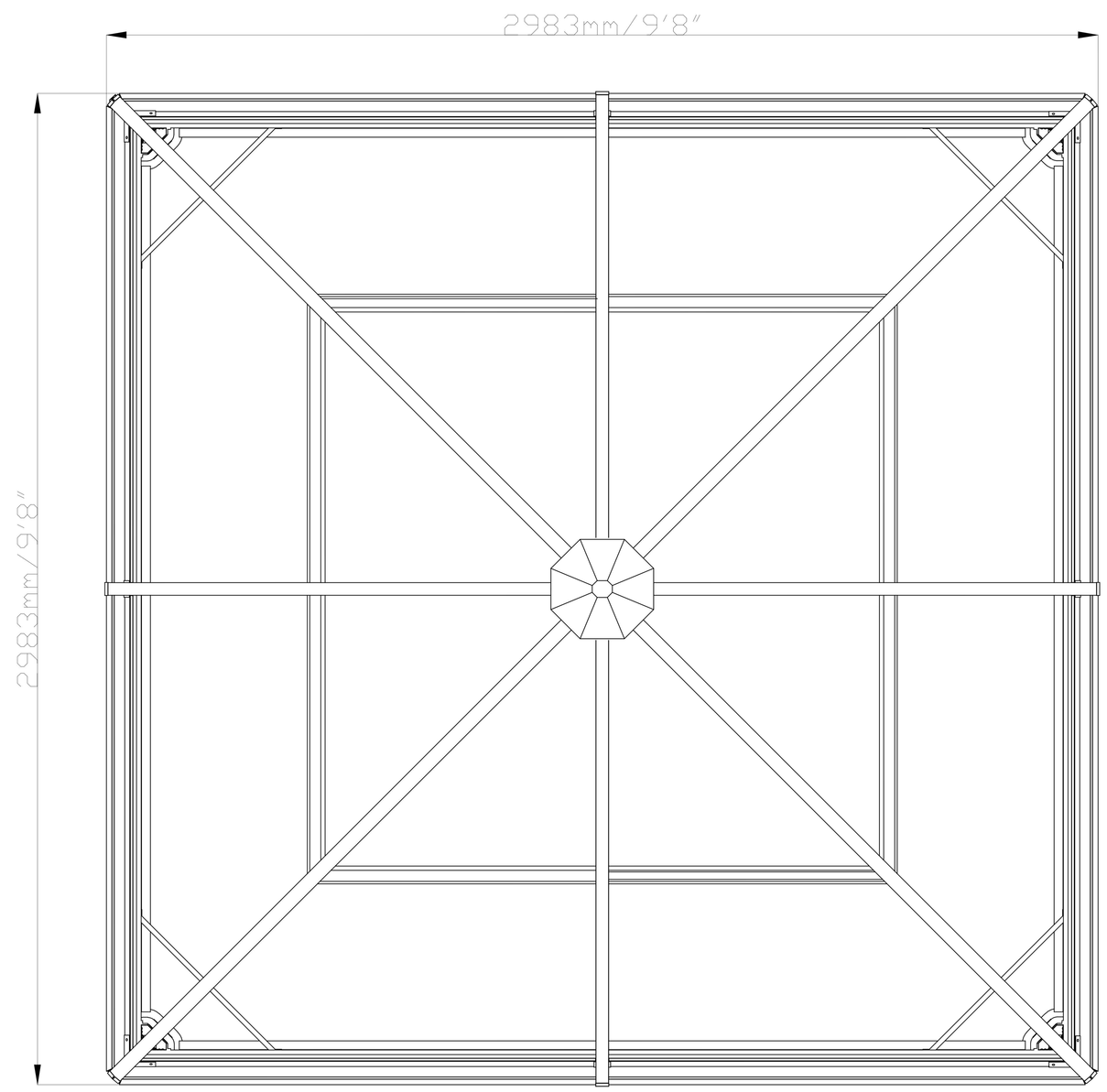10x10