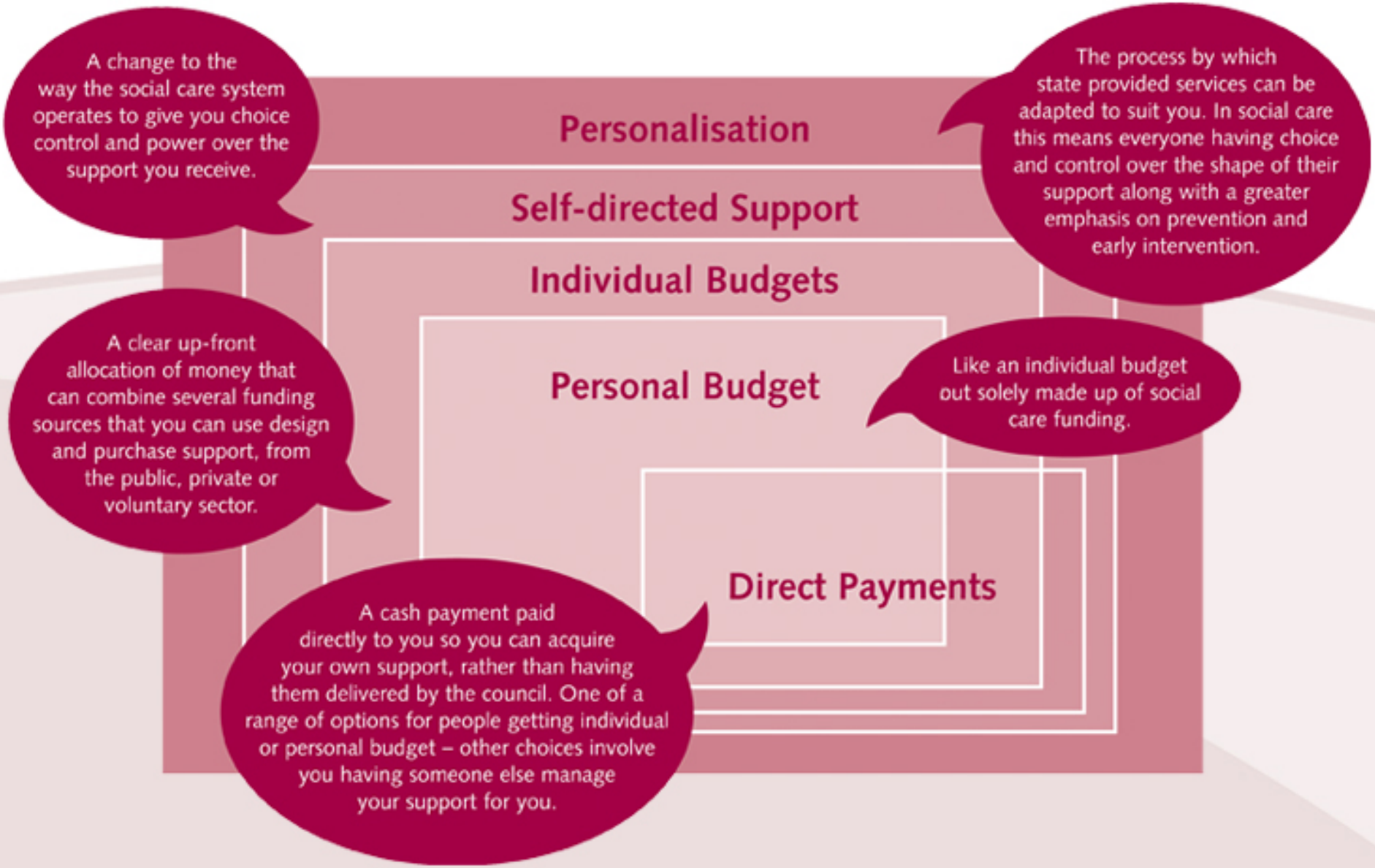What's it all about?