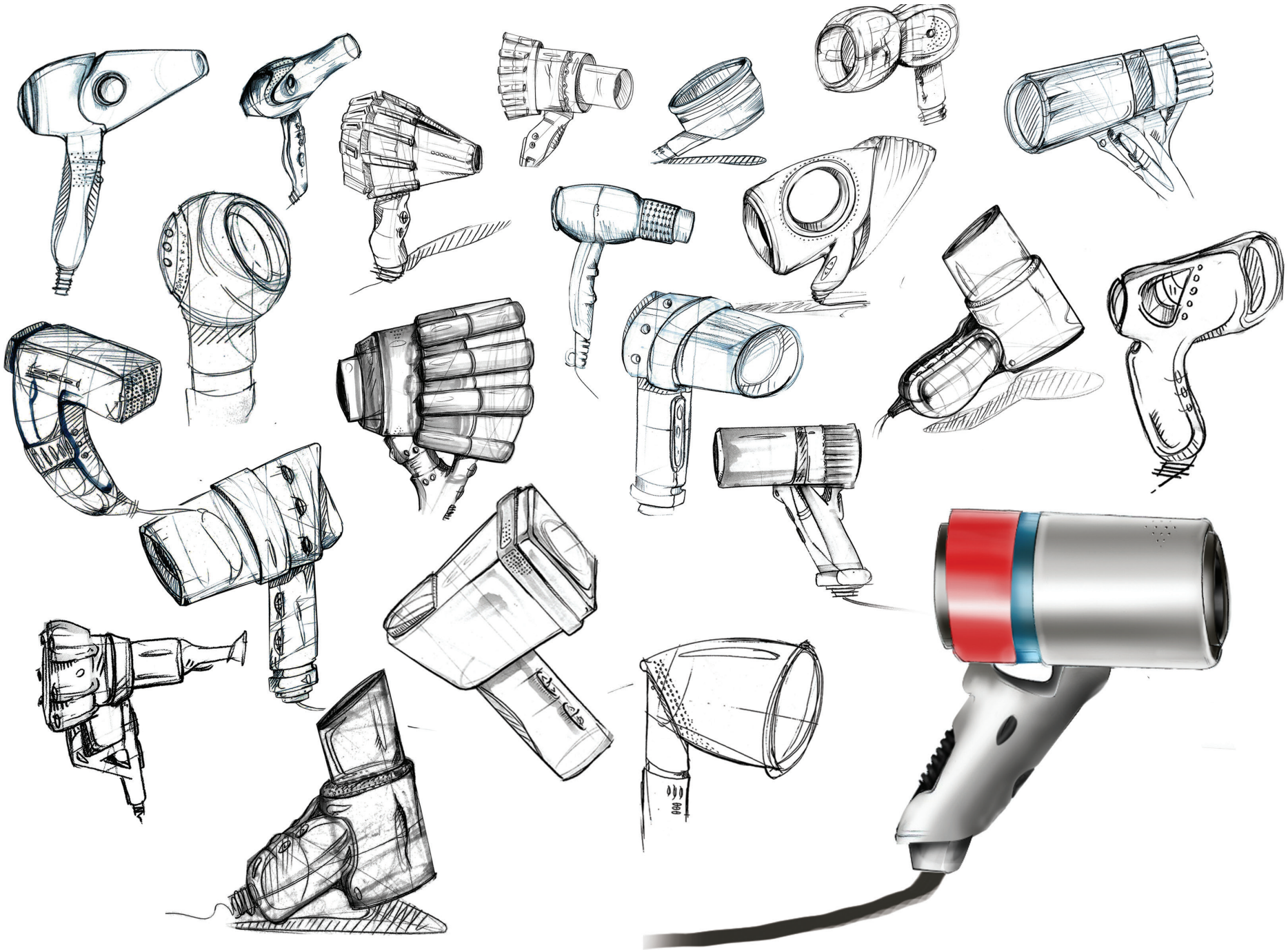IDEATIONS