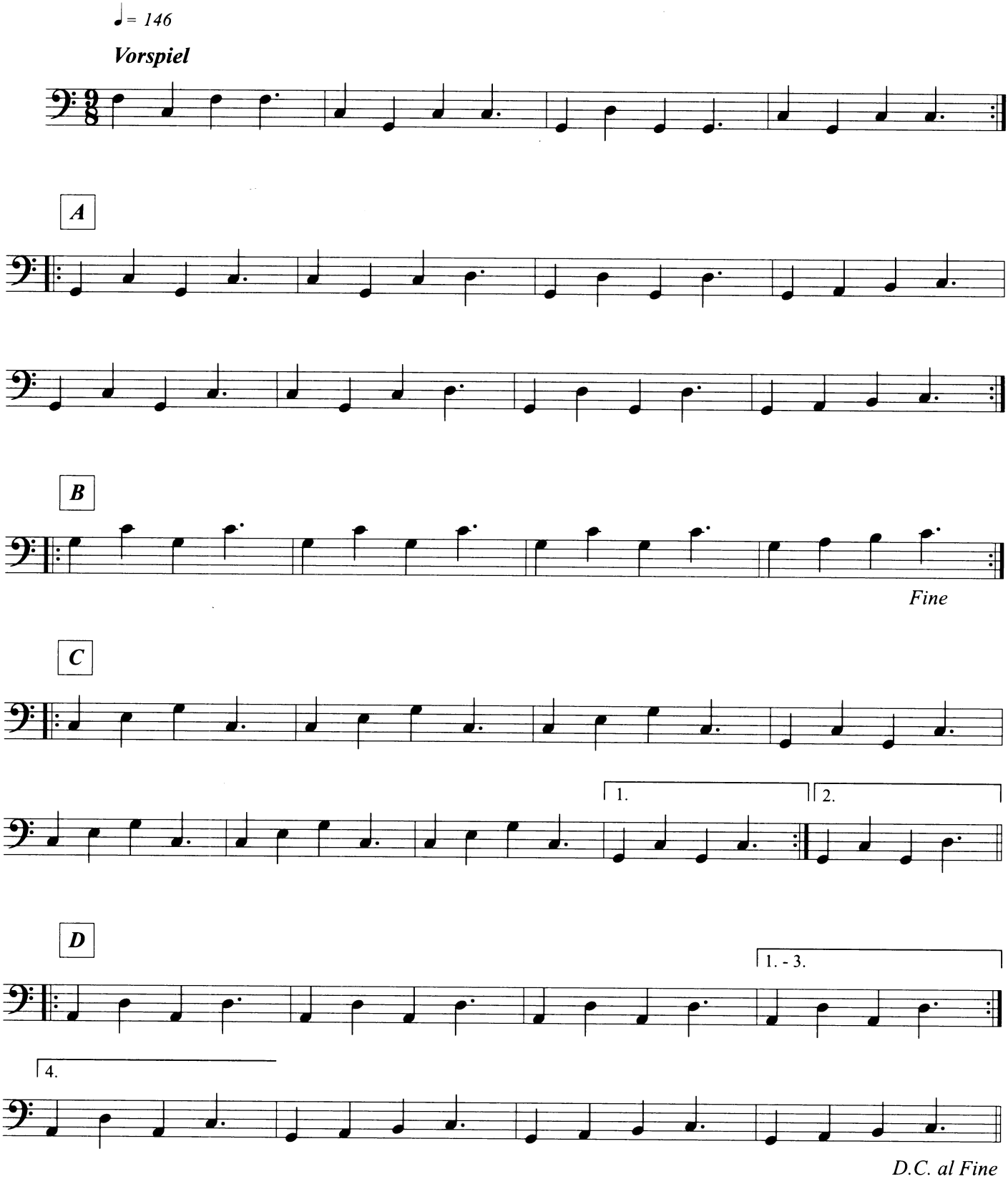Karşılama