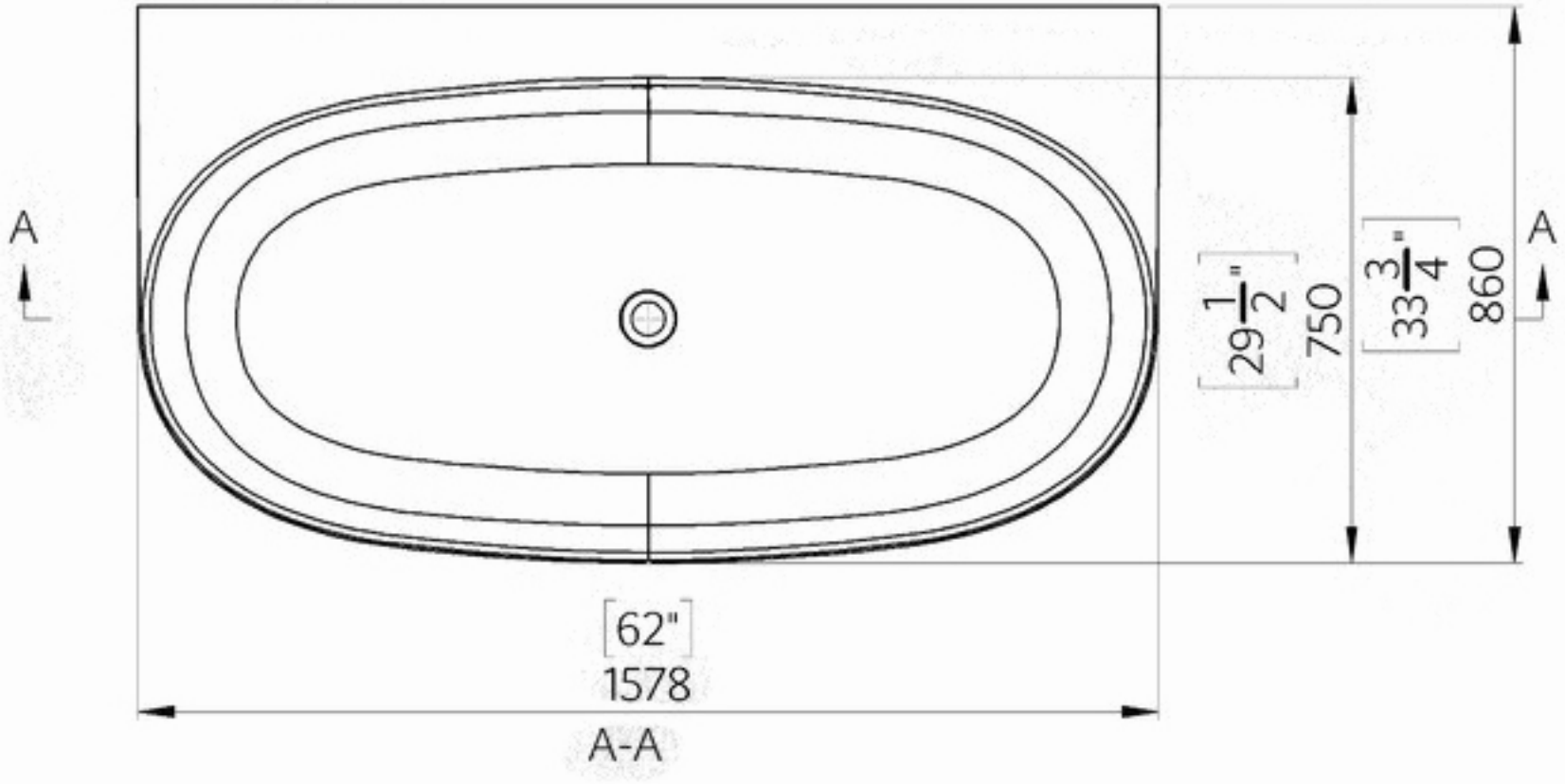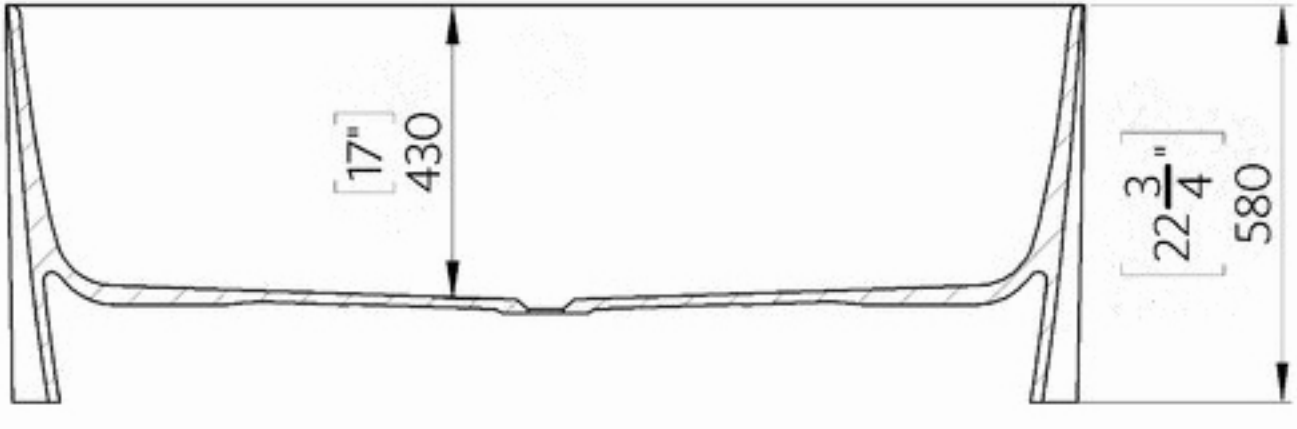Blü