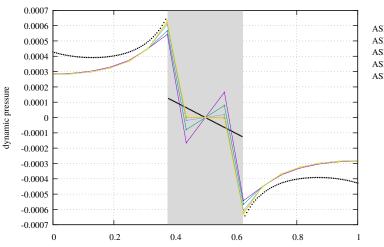arithmetic averaging