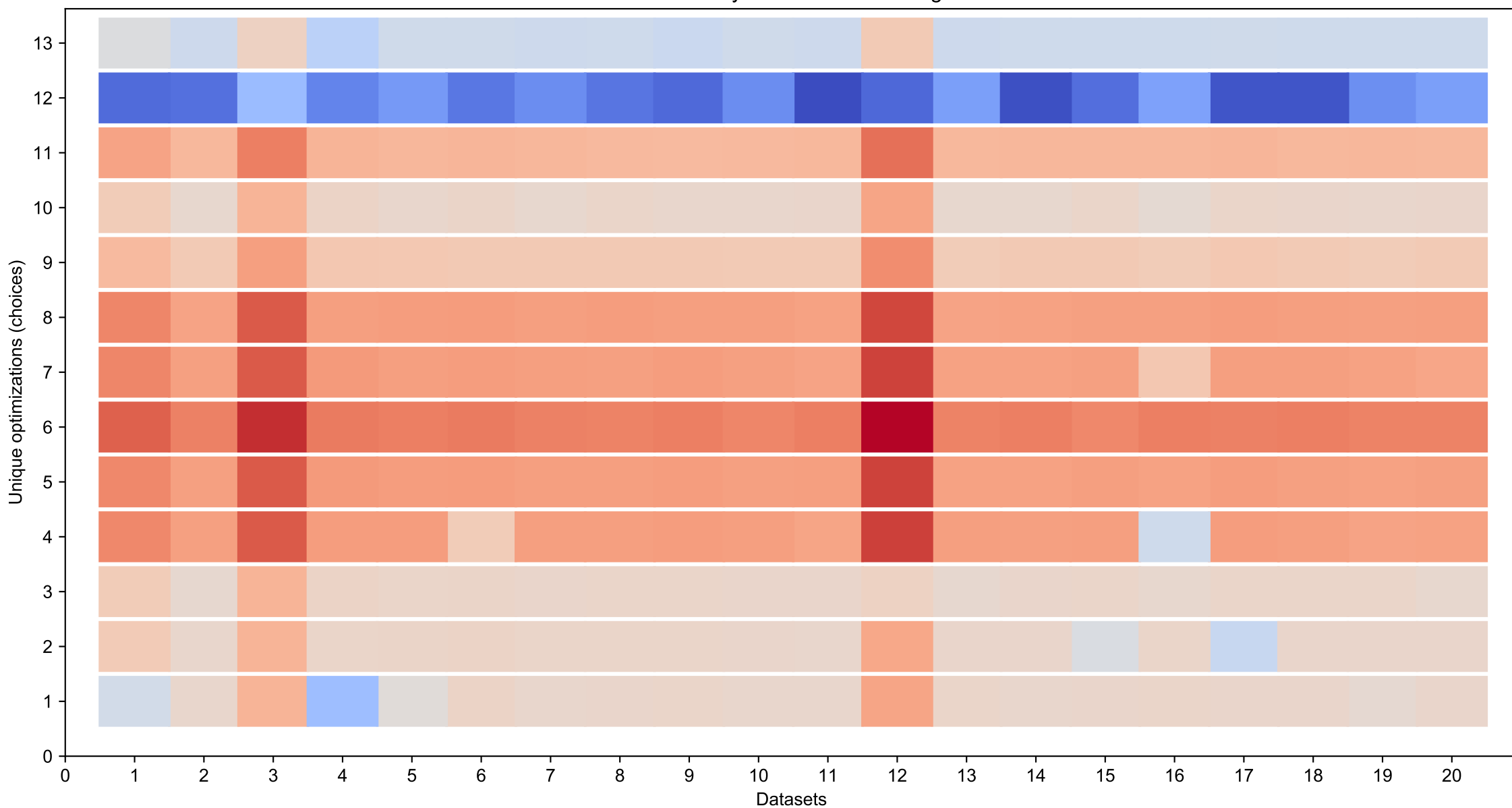Powered by Collective Knowledge