Why bother?

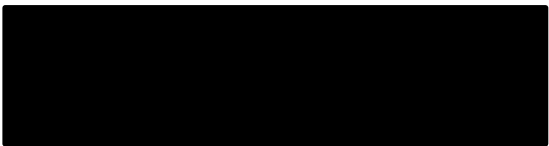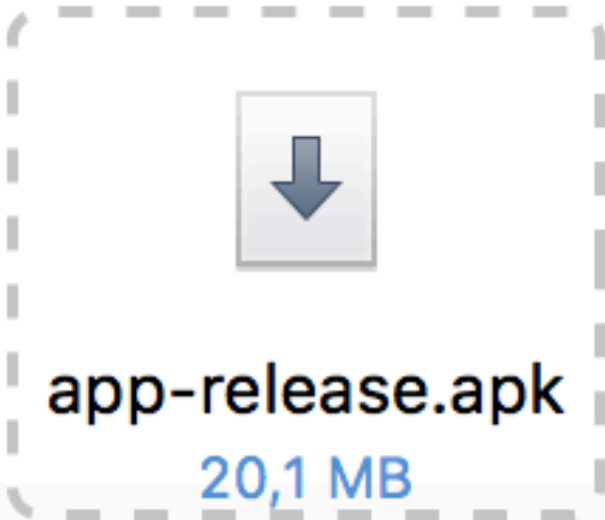# Why bother?

- **Easy user / device acquisition**