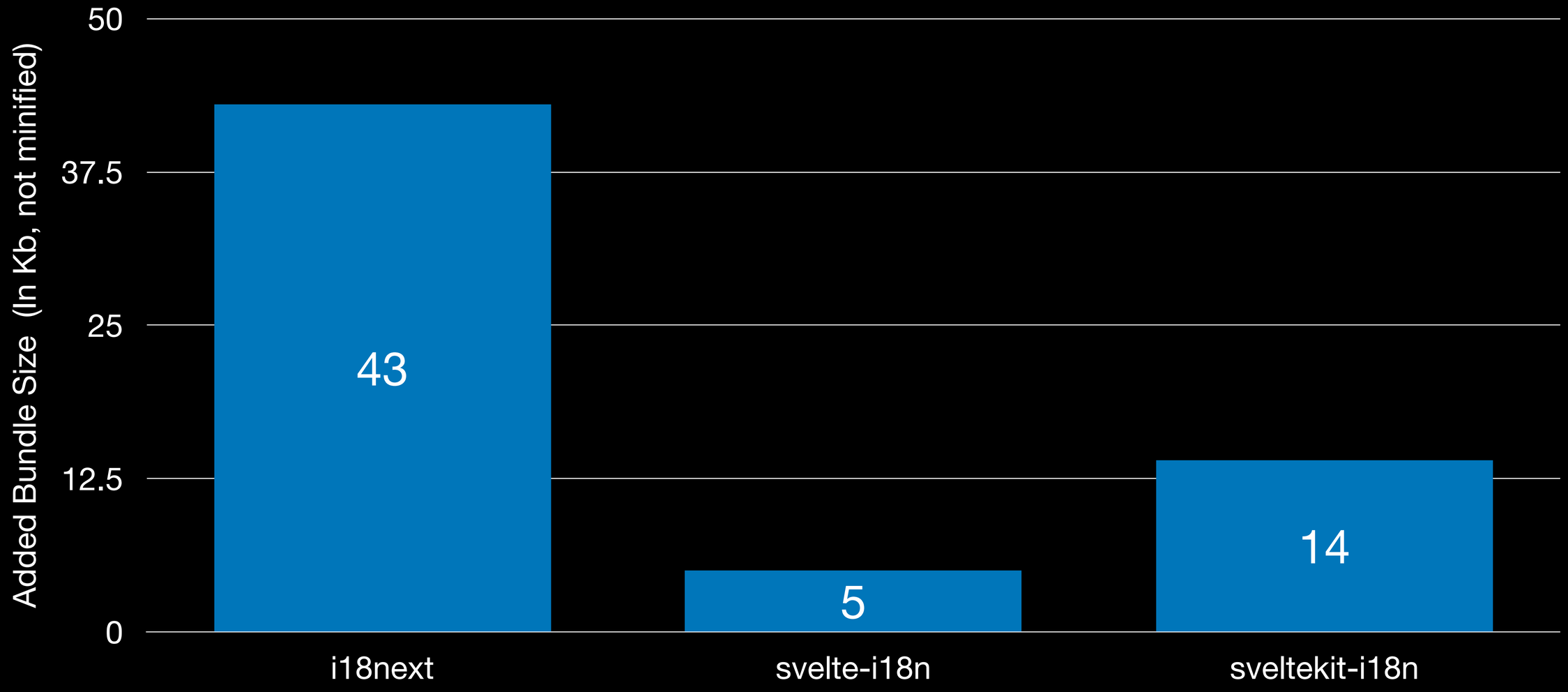
Scaling down is important

Cost of the first message