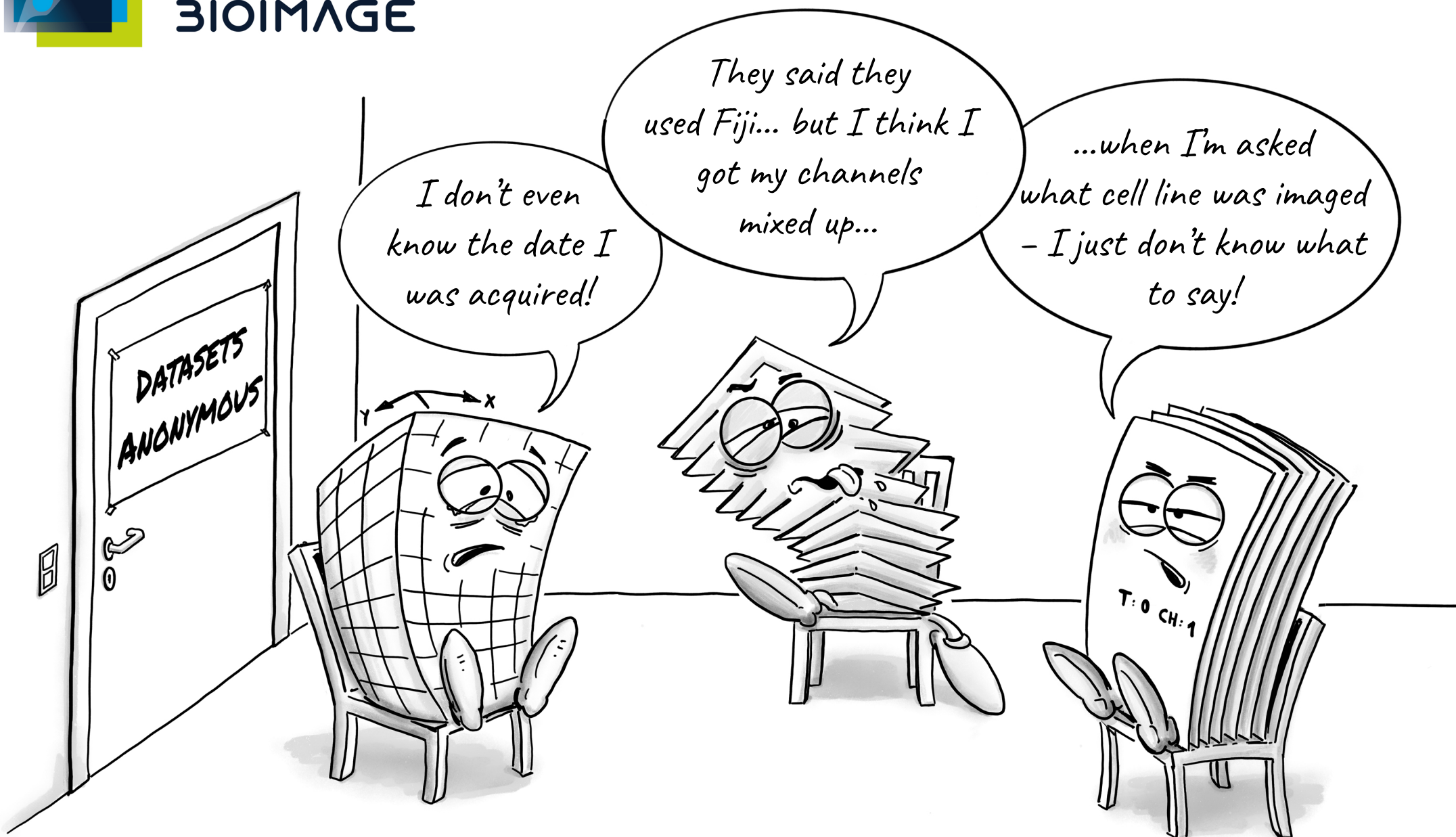Data Annotation matters.