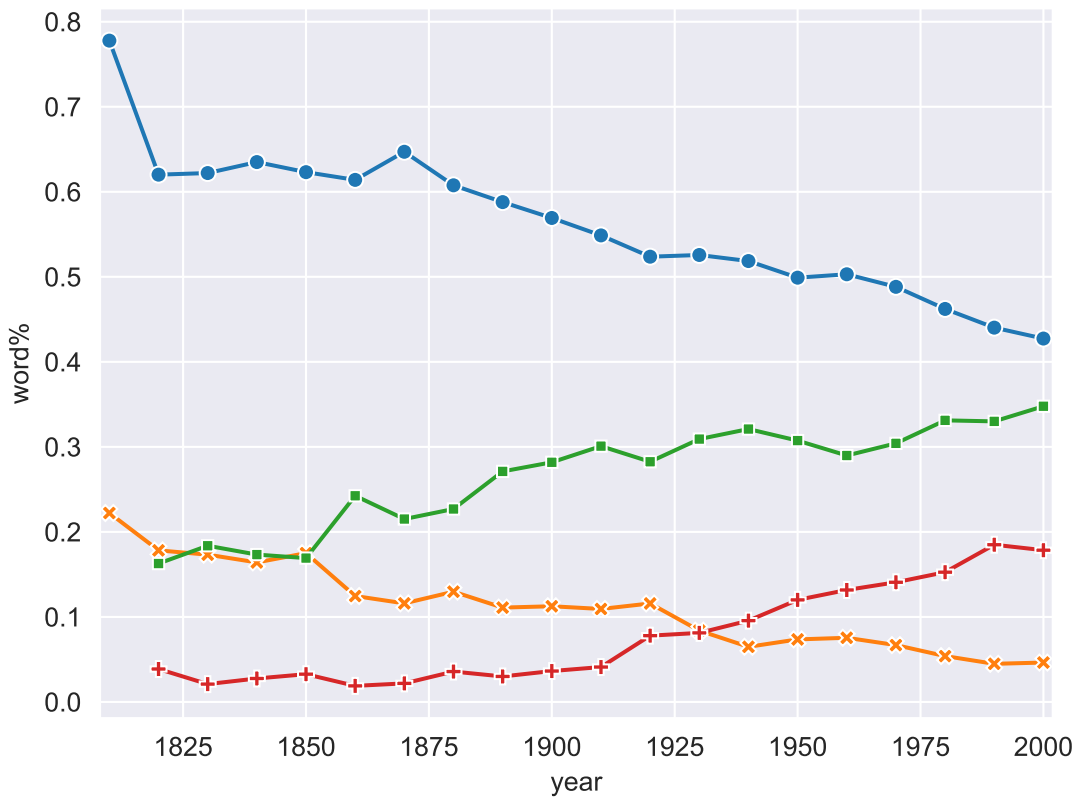develop