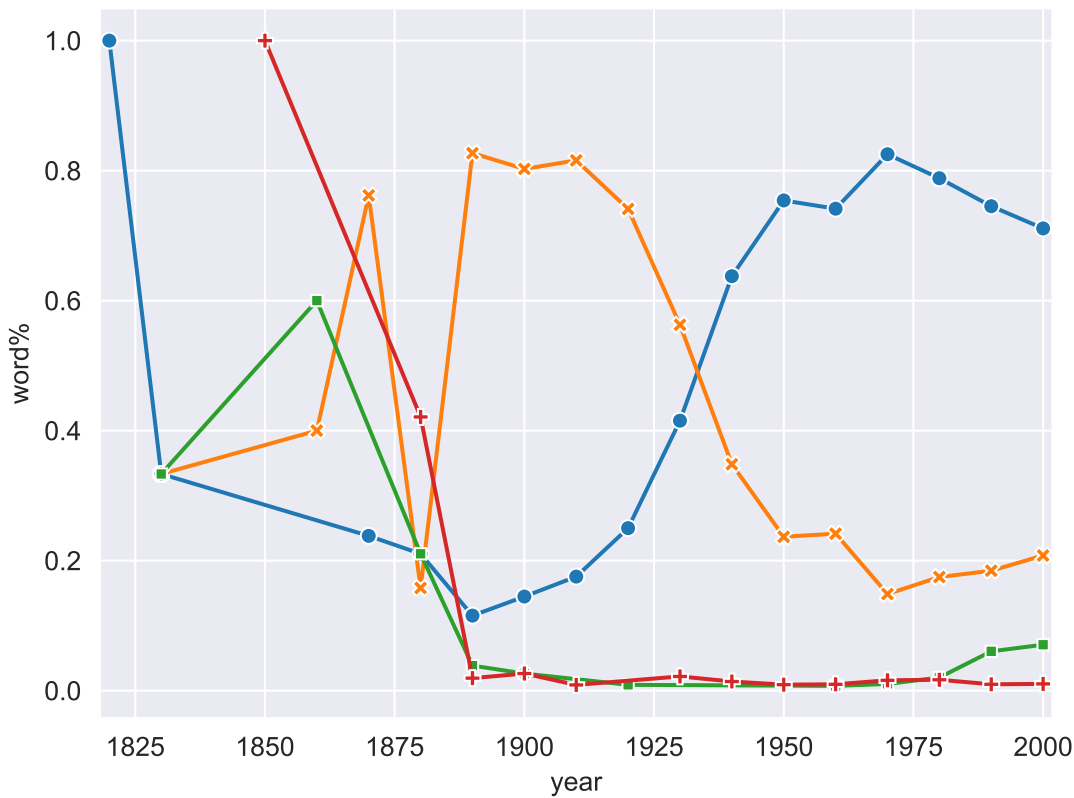impact