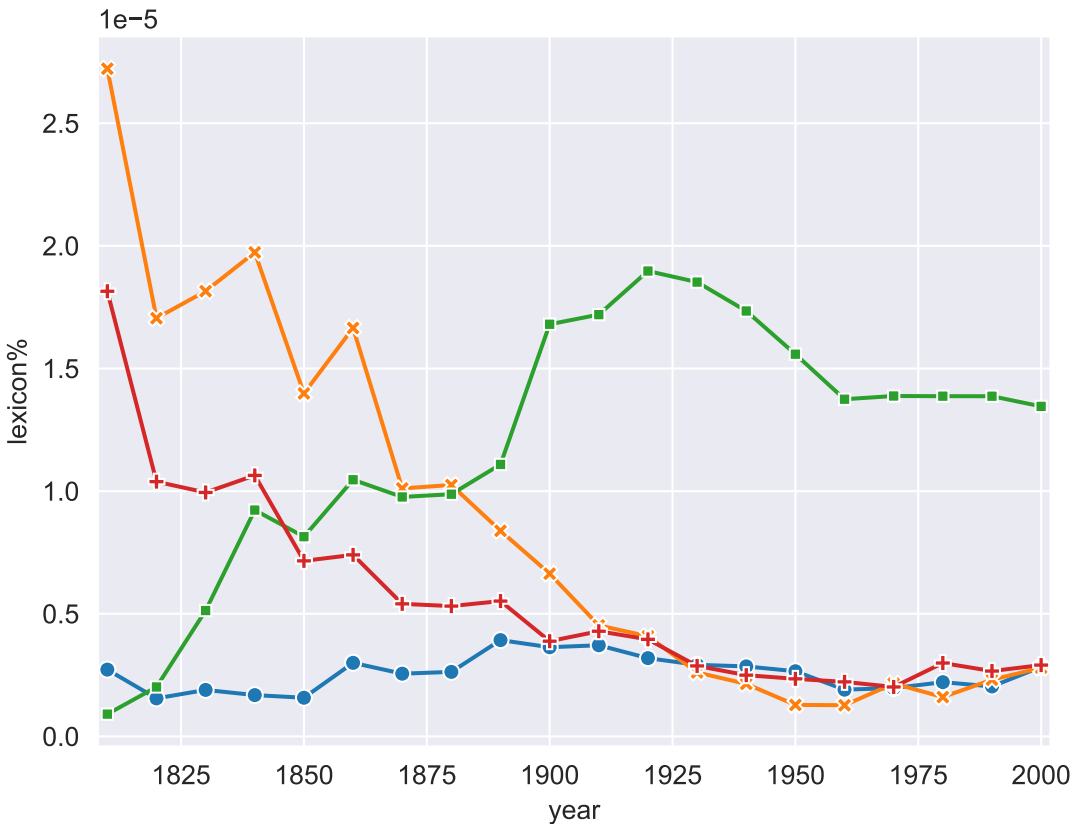sway