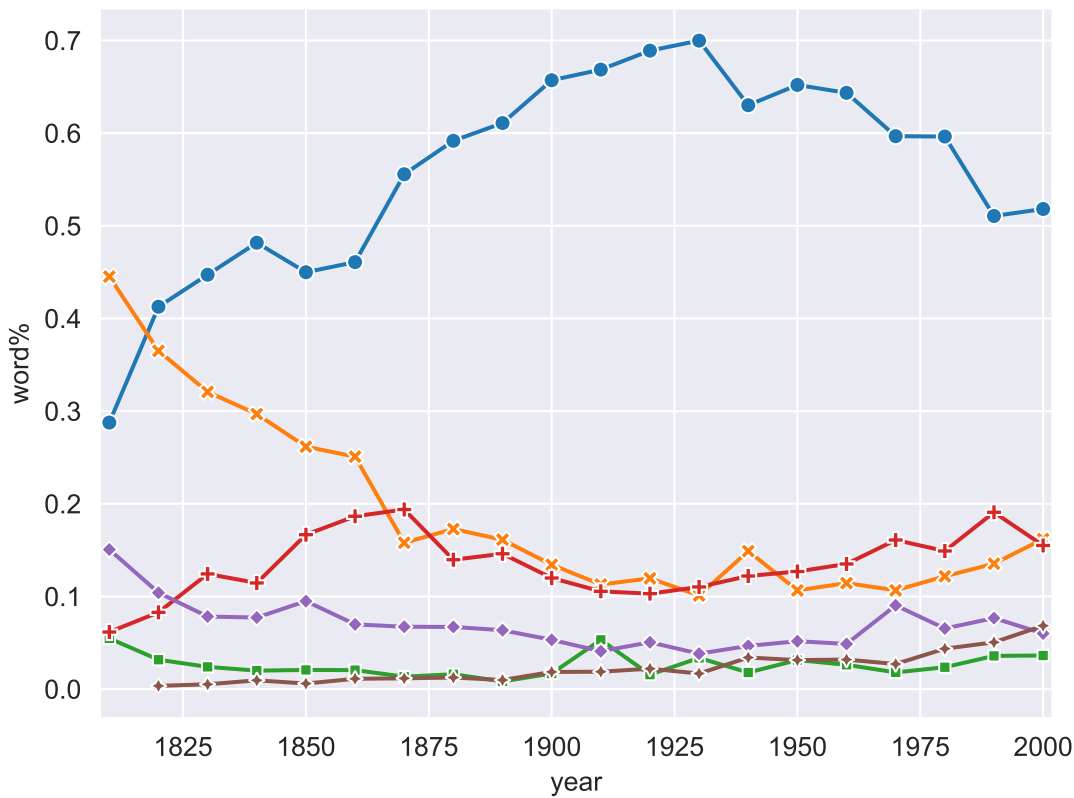charm