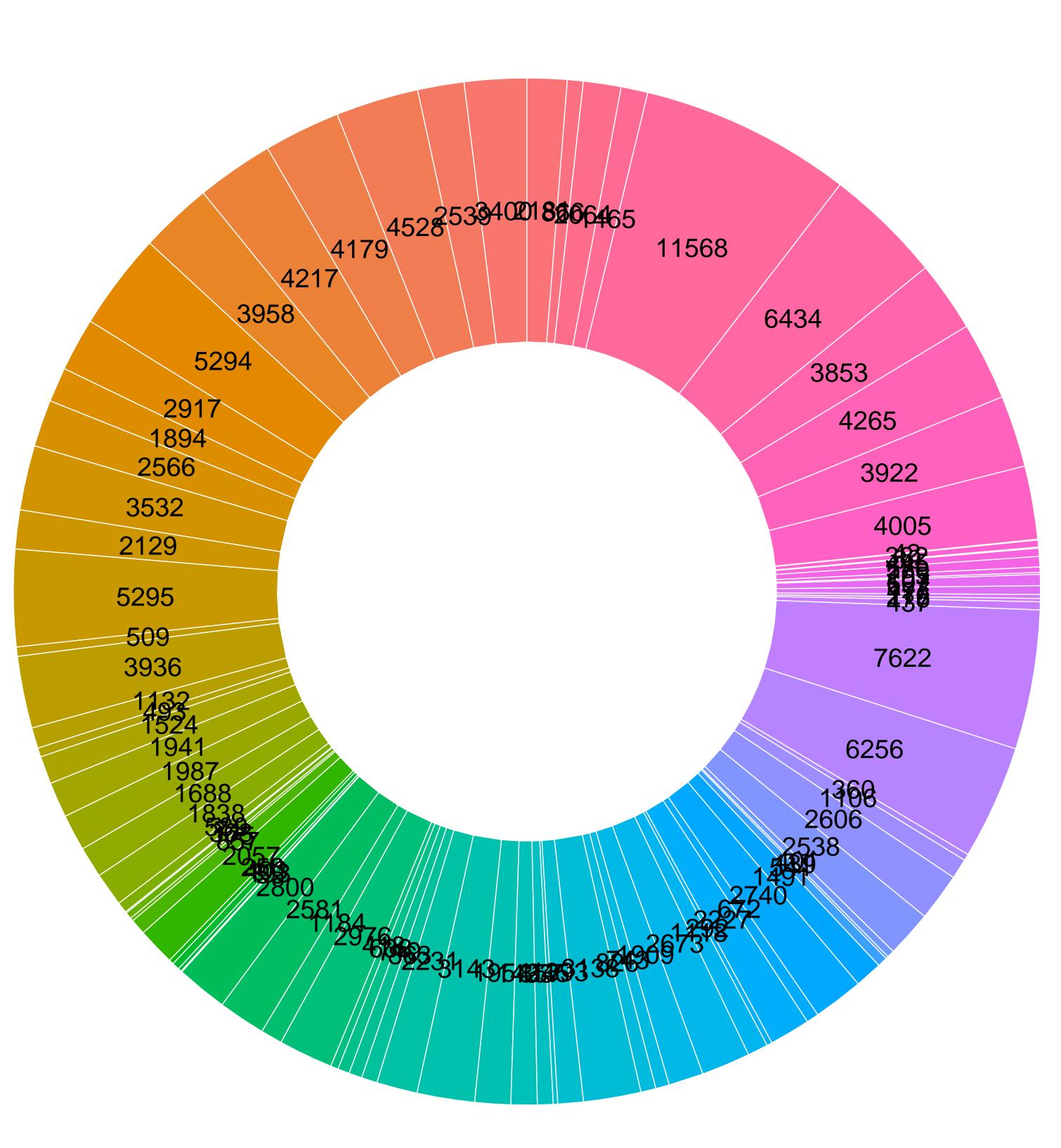cell number