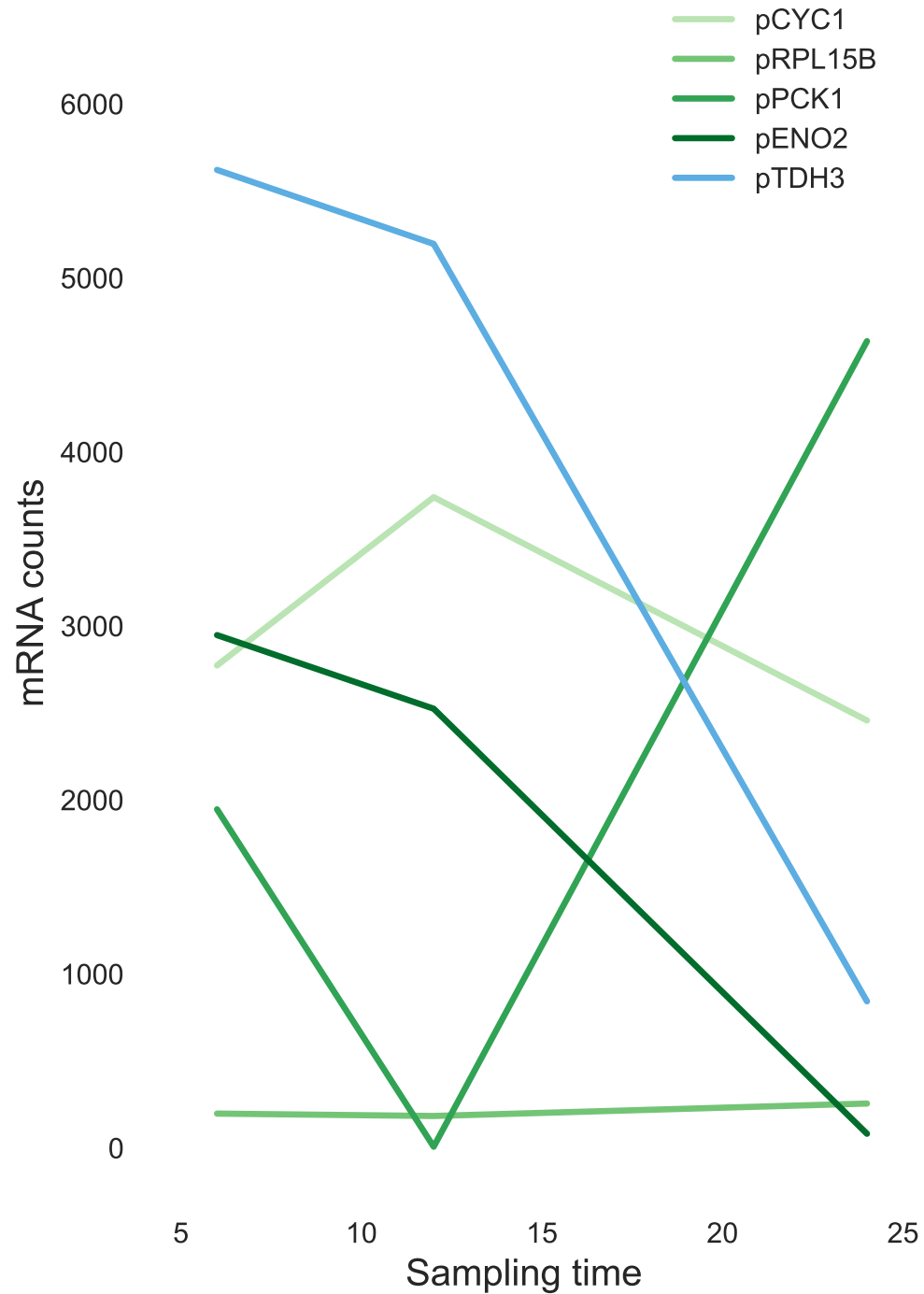Promoter dynamics