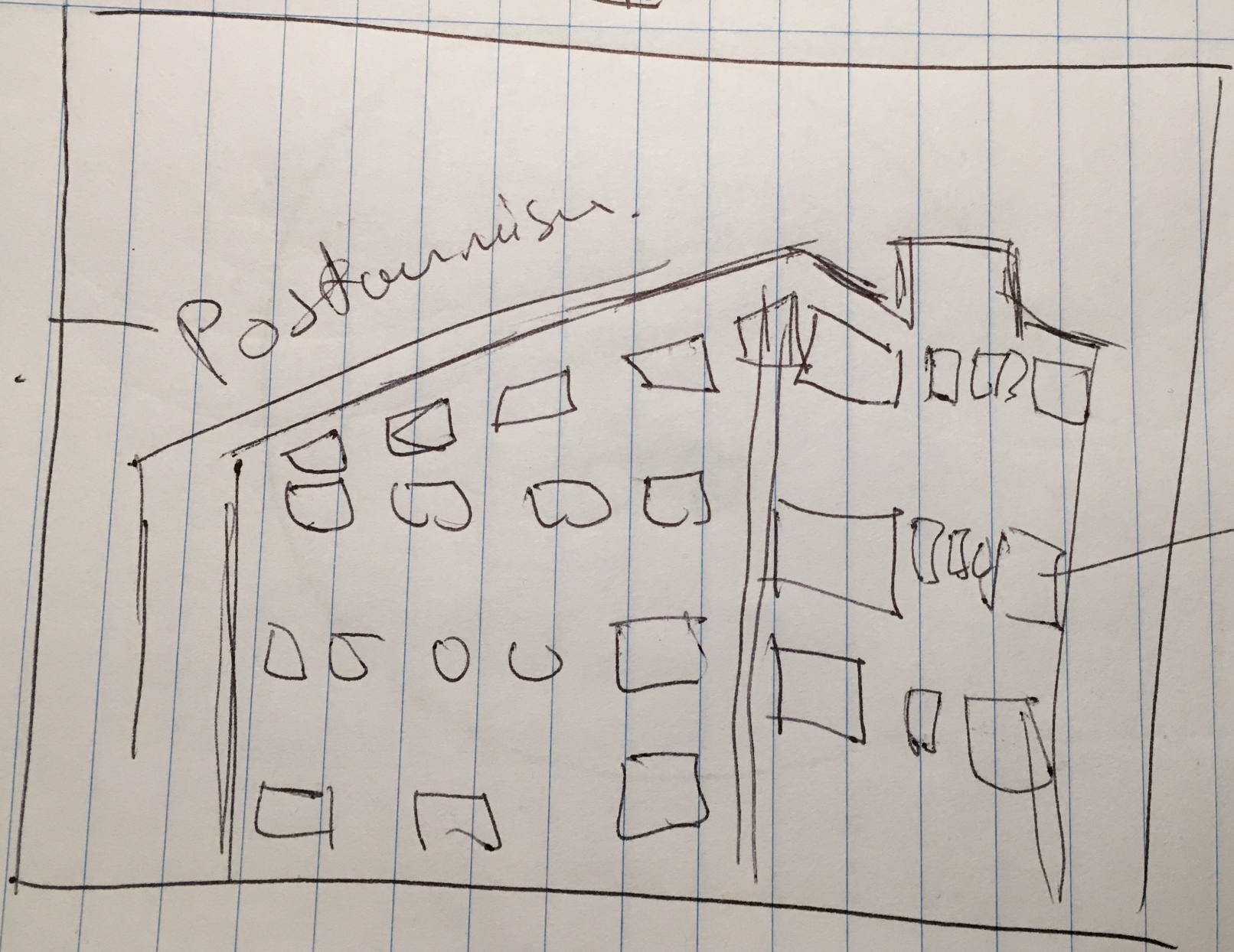Idé 1