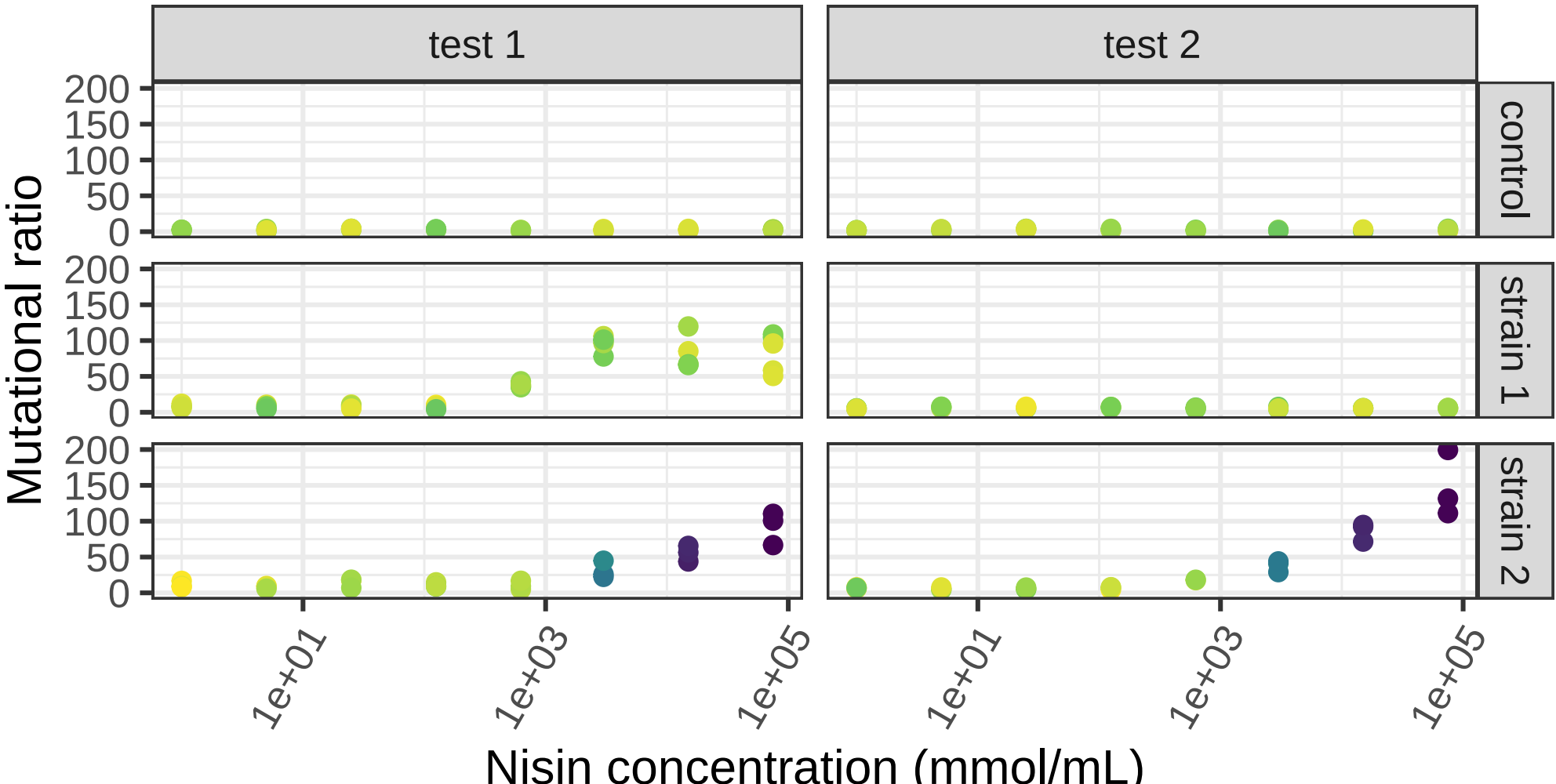
A very important experiment

So important it deserves a subtitle