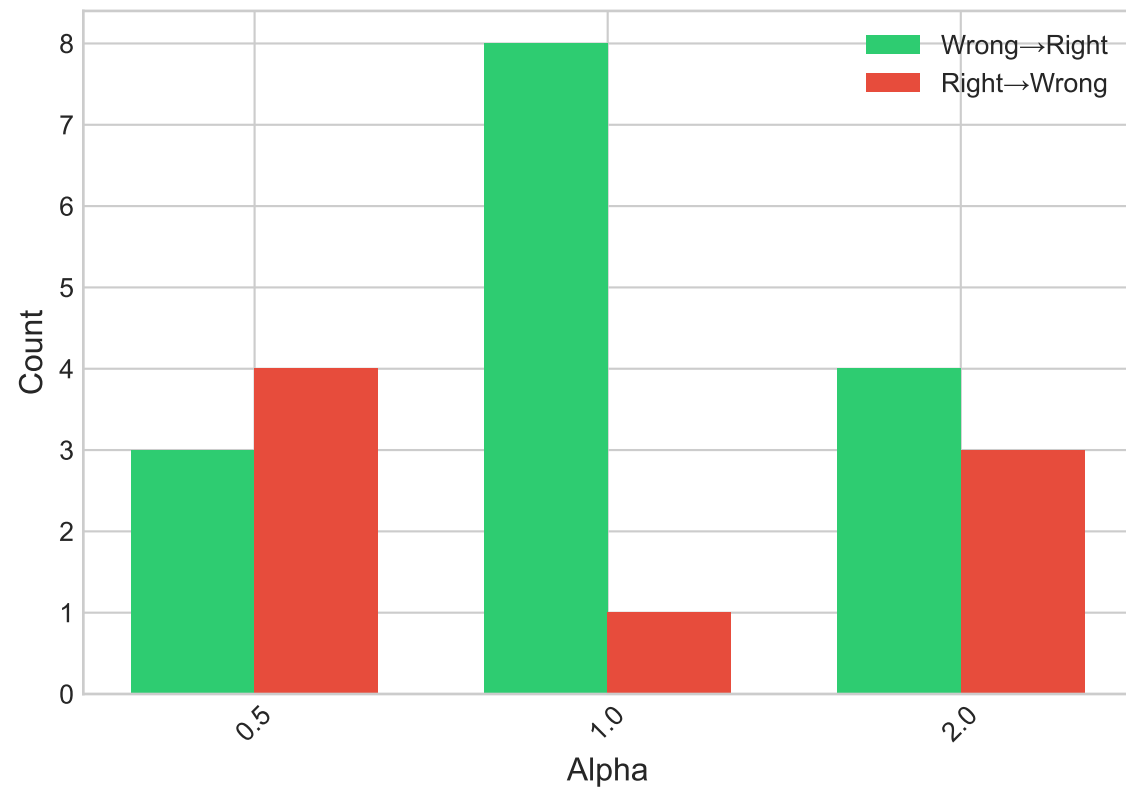Flip Analysis