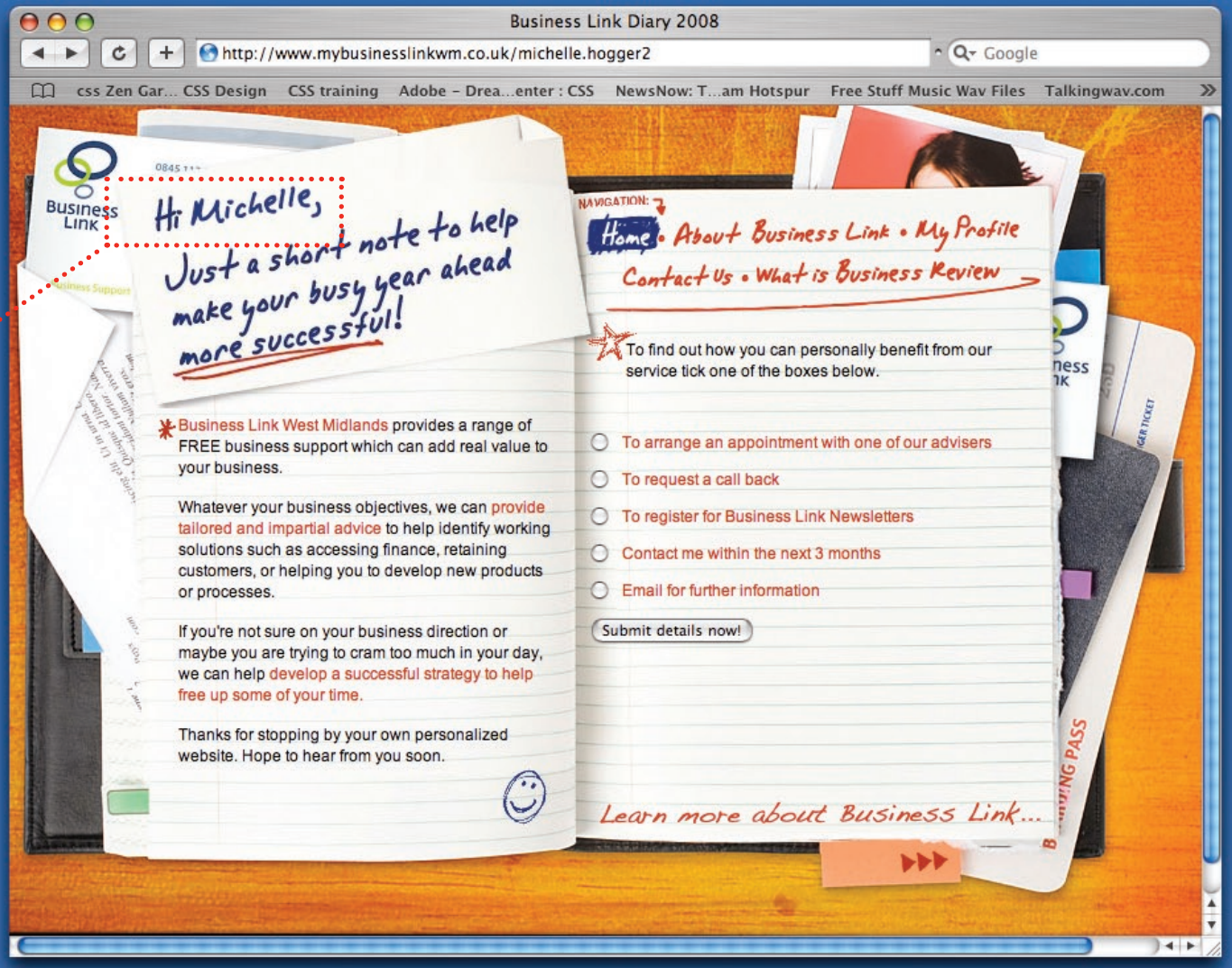Dynamic Content