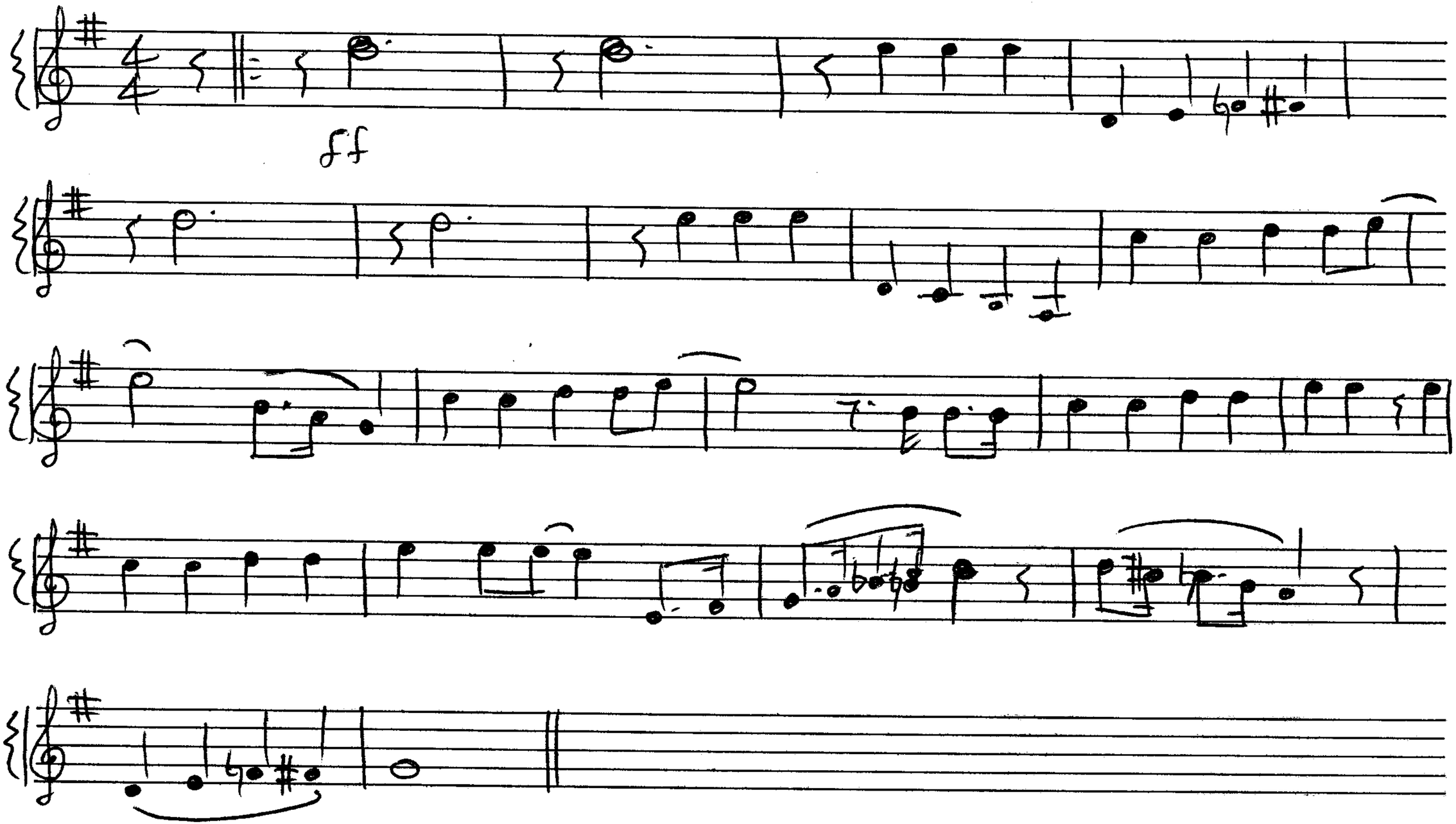BE BOLD