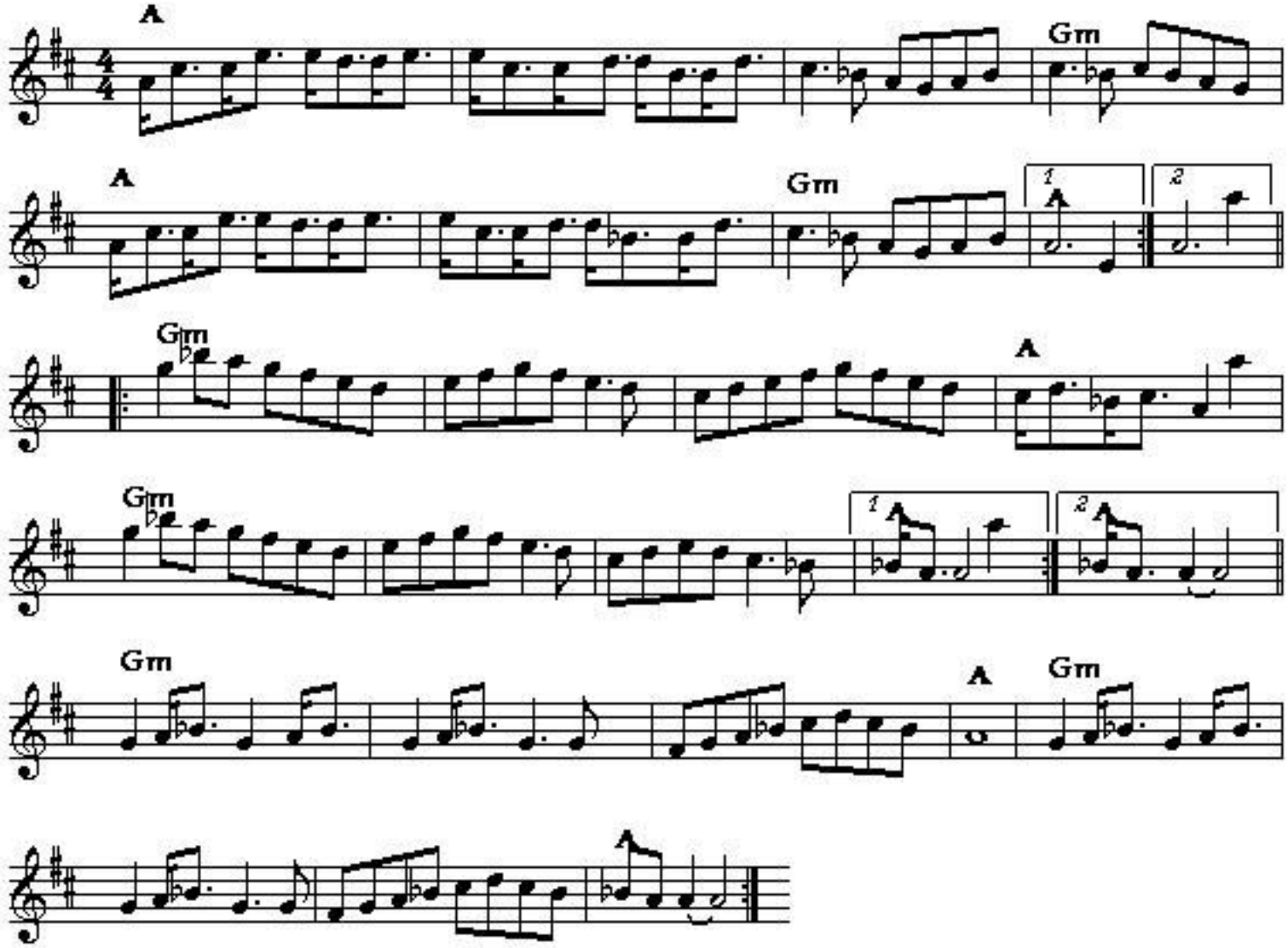Sher