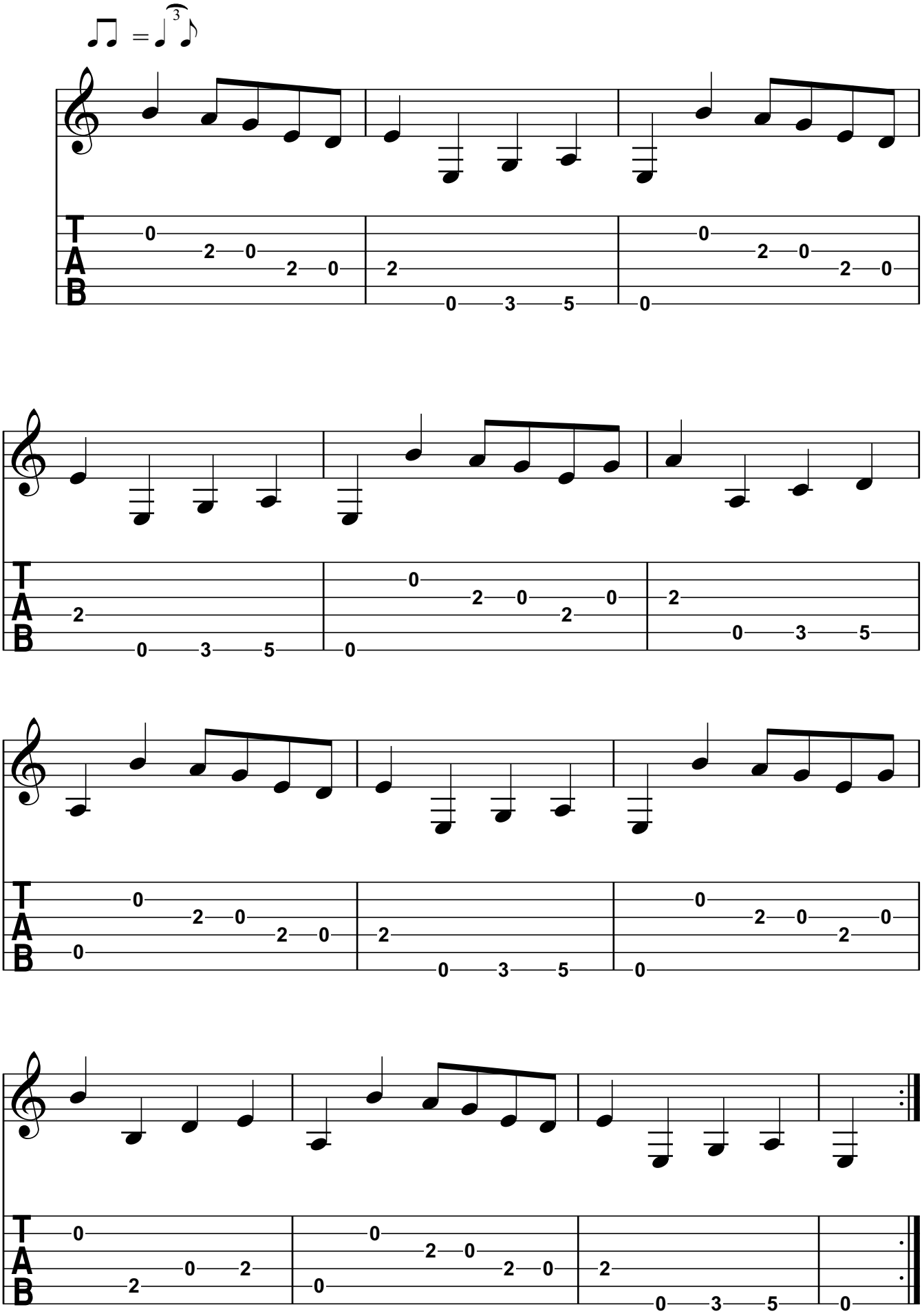BOOM BOOM