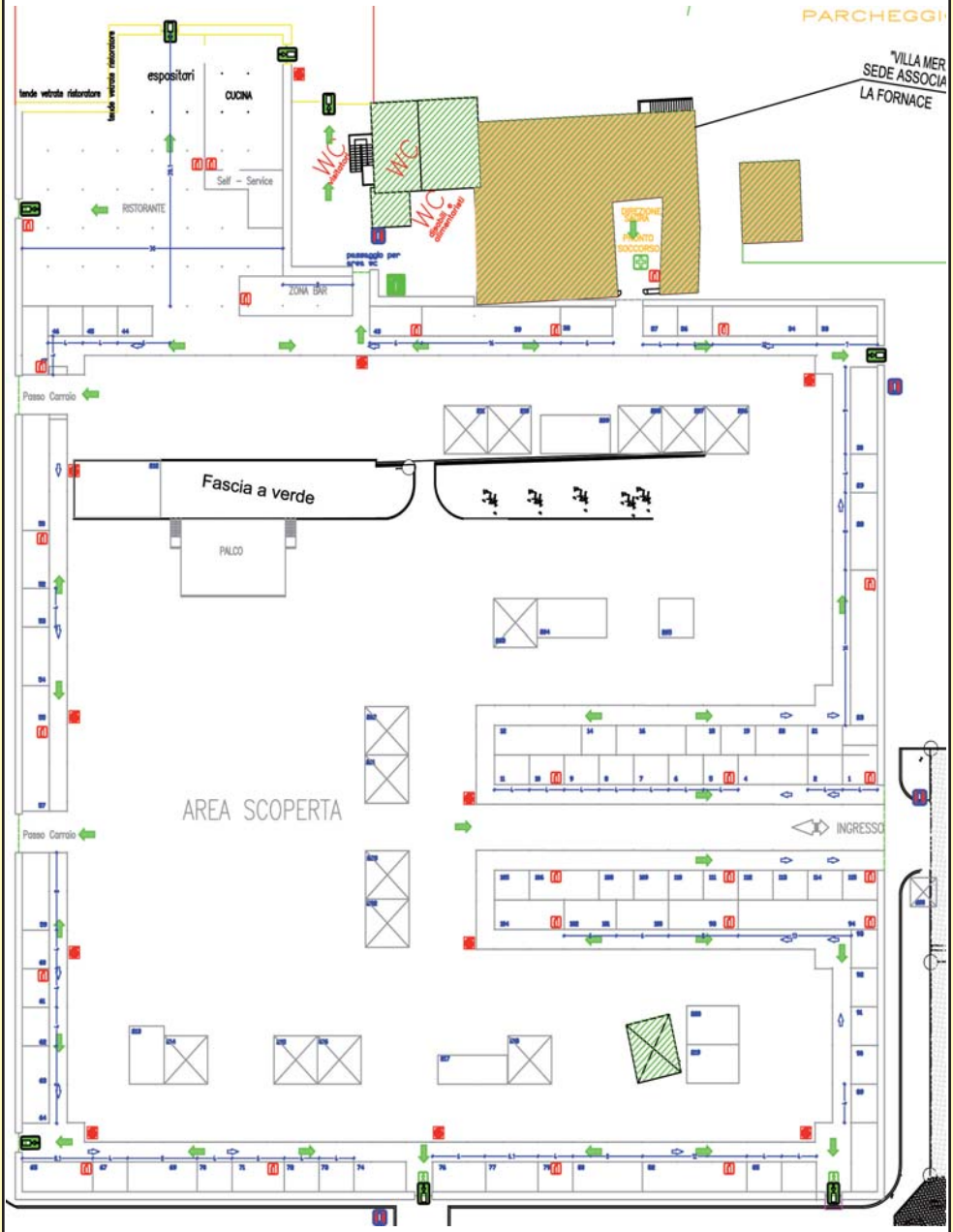AREA ESPOSITIVA