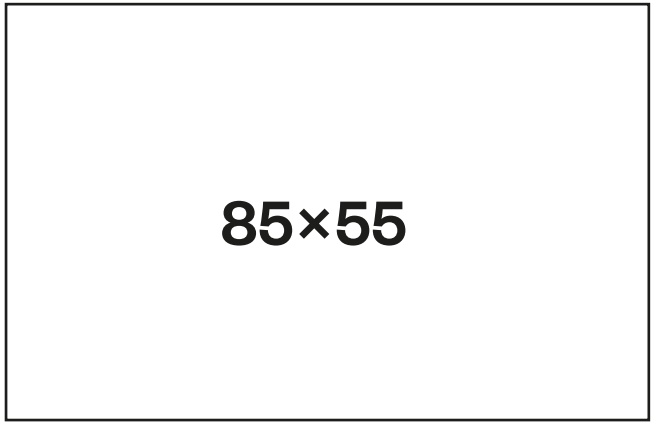Vizitka