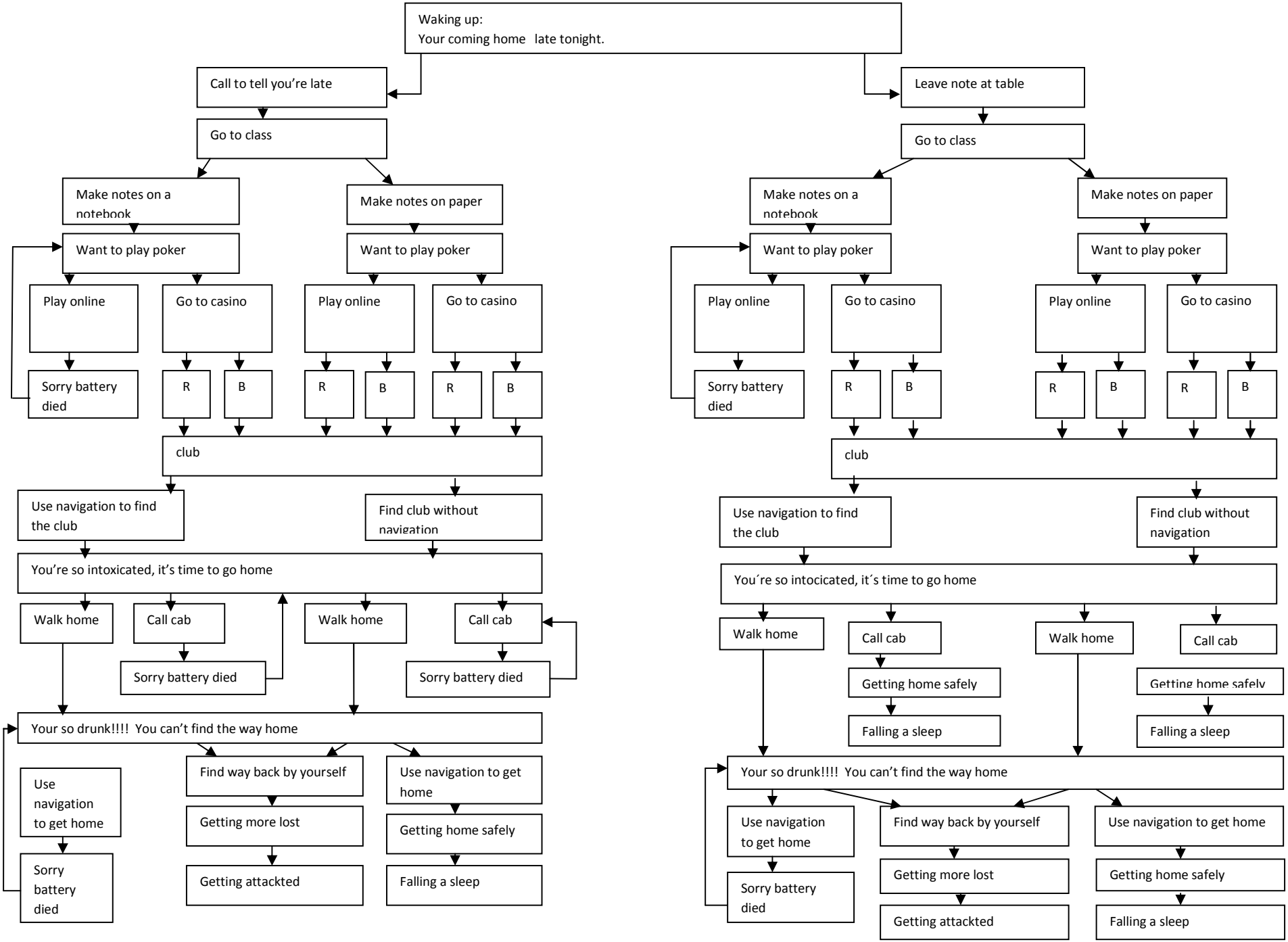The Now Generation