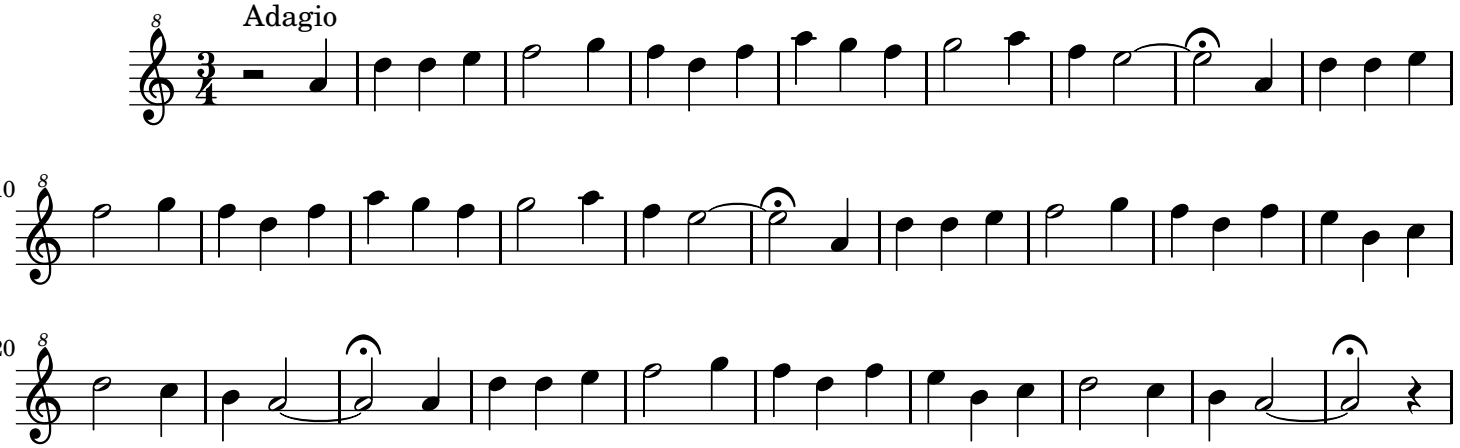Alalá