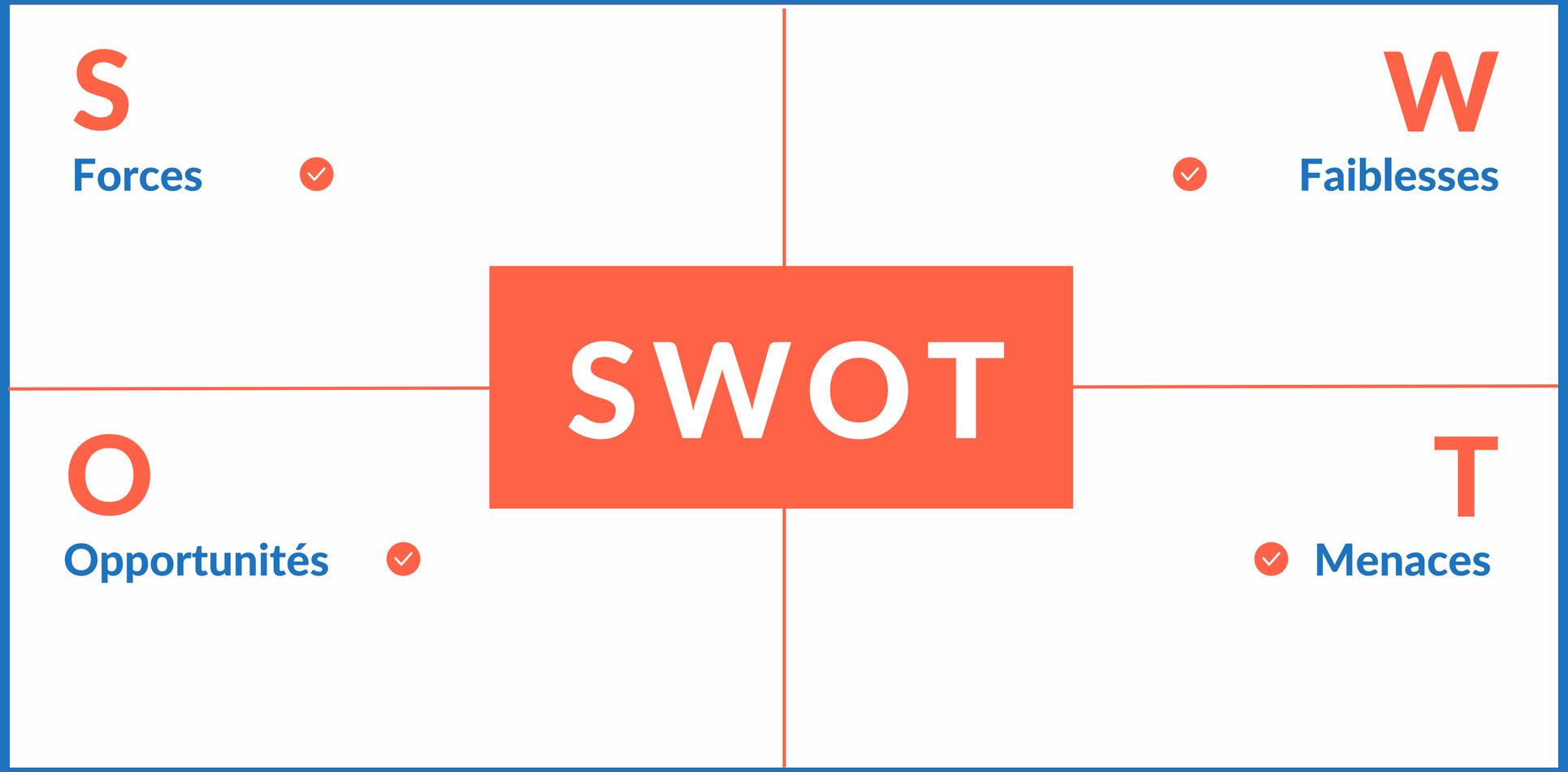SWOT