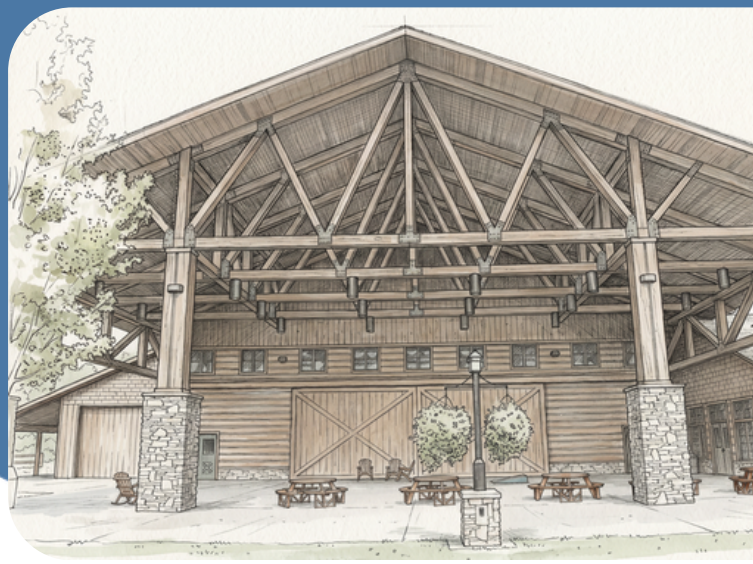Ignite