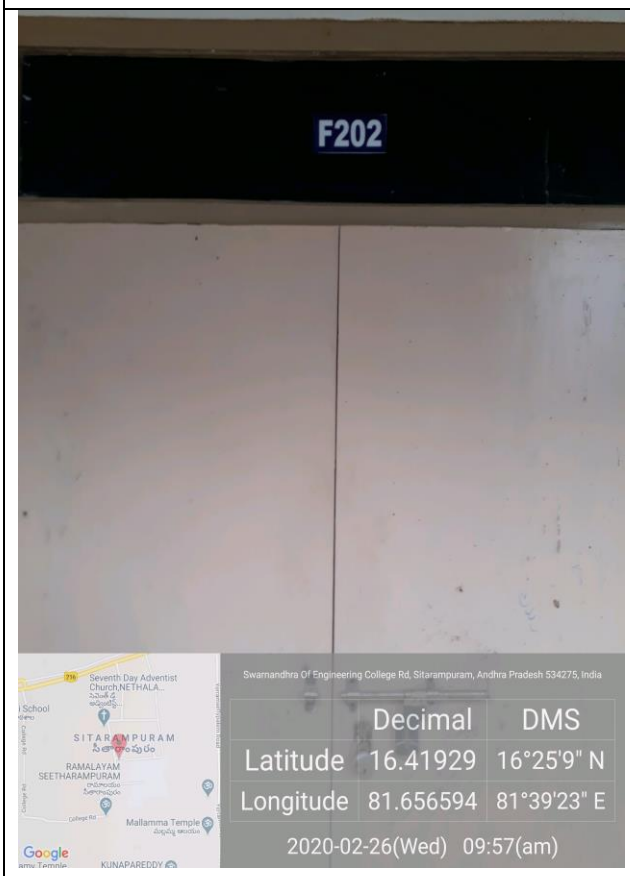PLACEMENT CELL