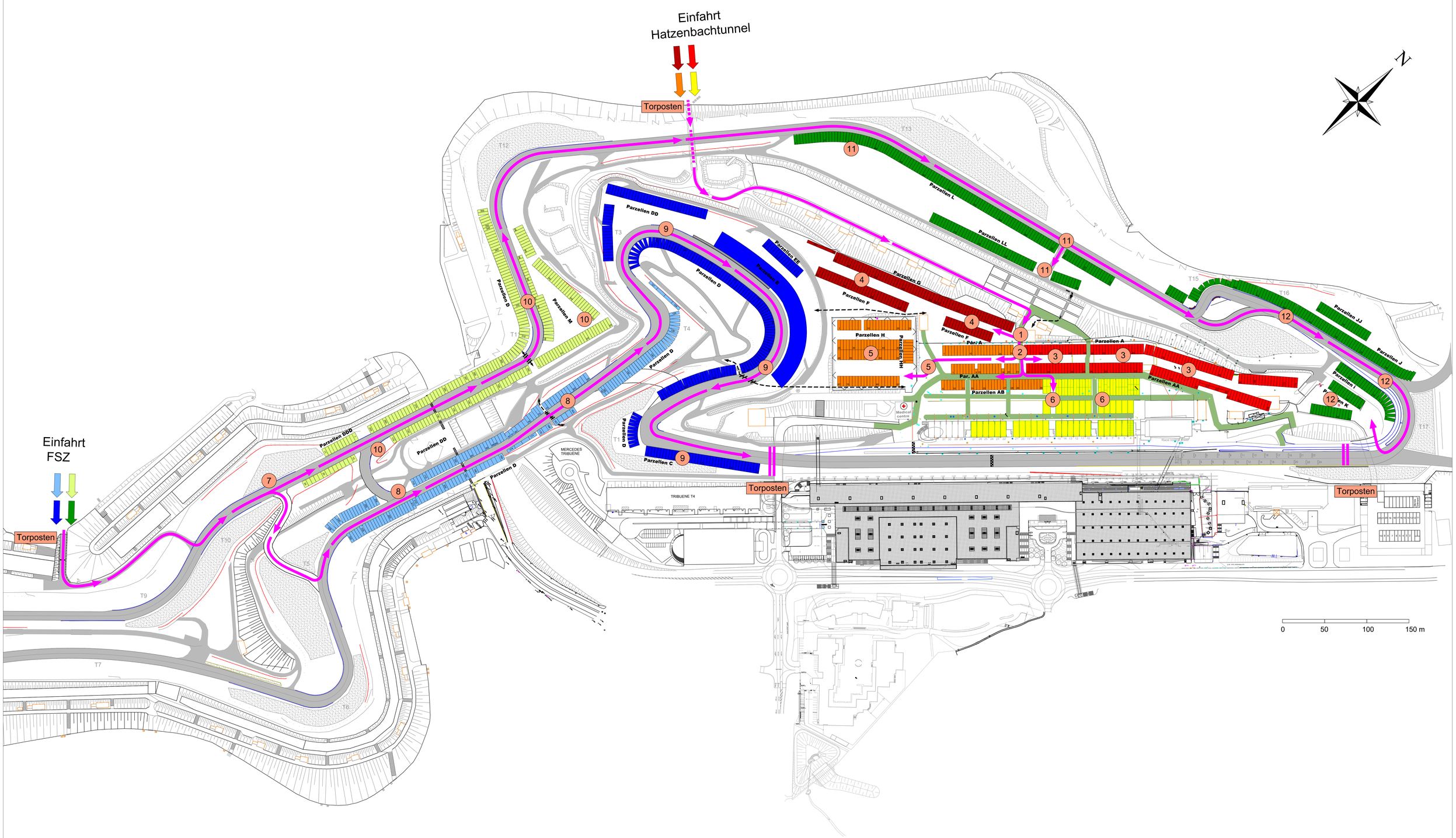Einweiserplan