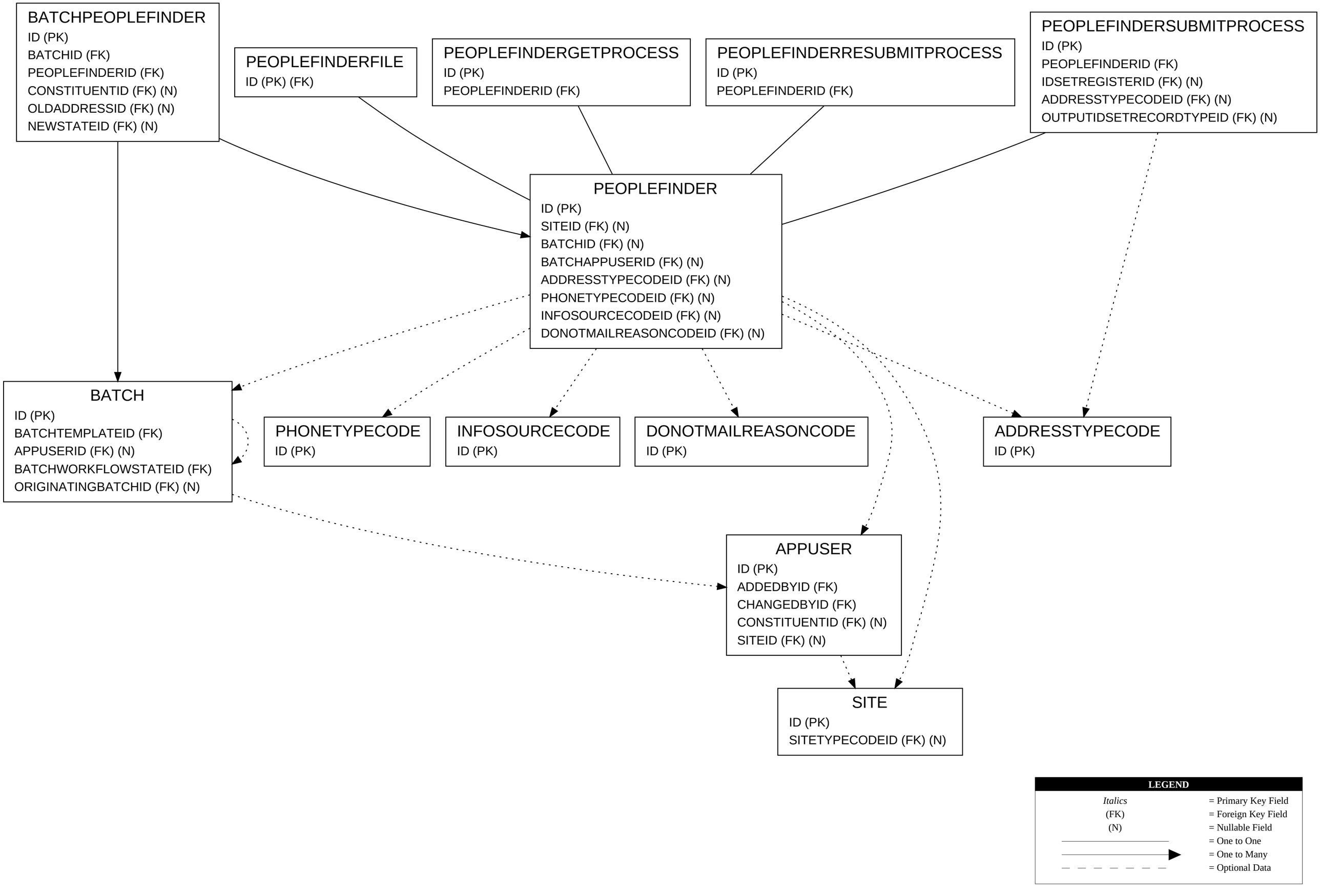PEOPLEFINDER