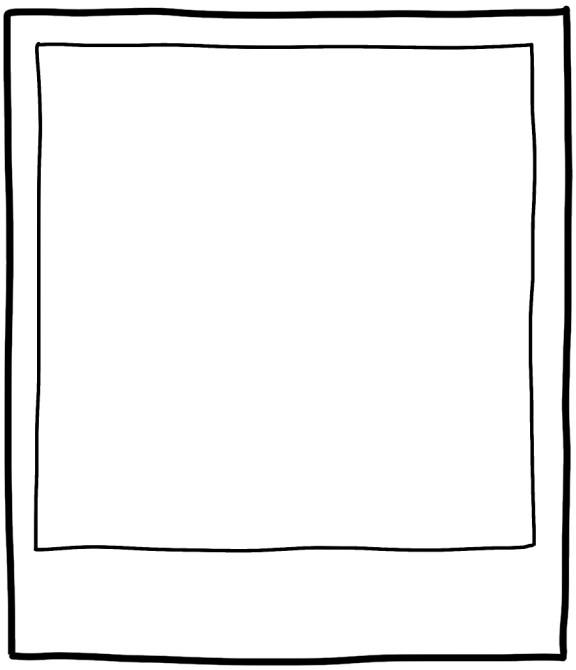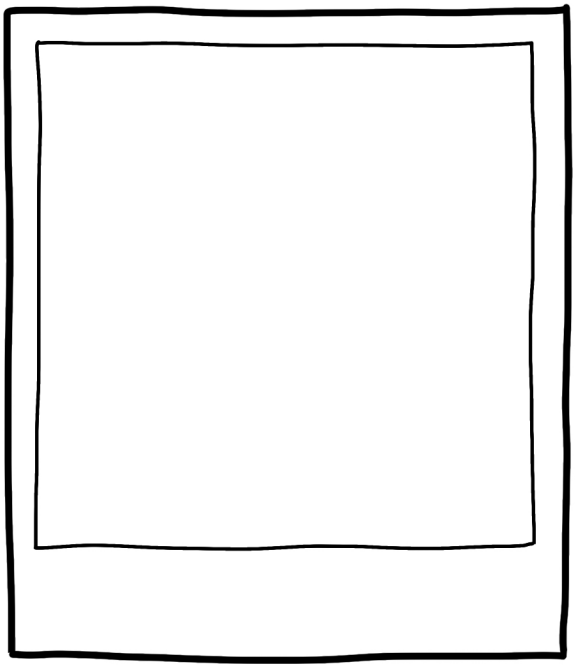POLAROIDS