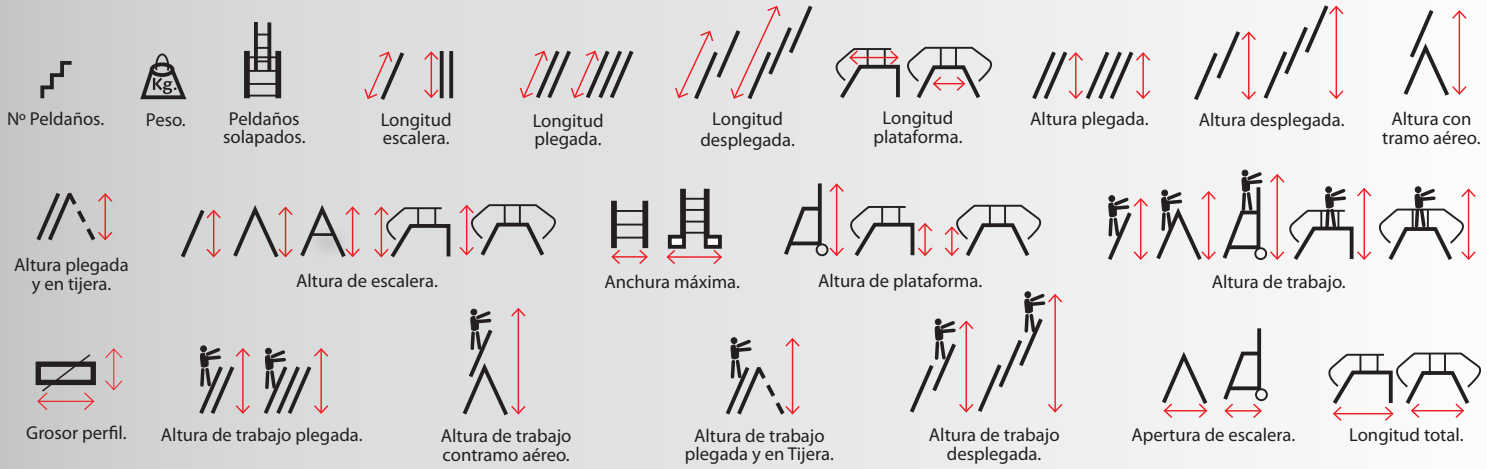PICTOGRAMAS