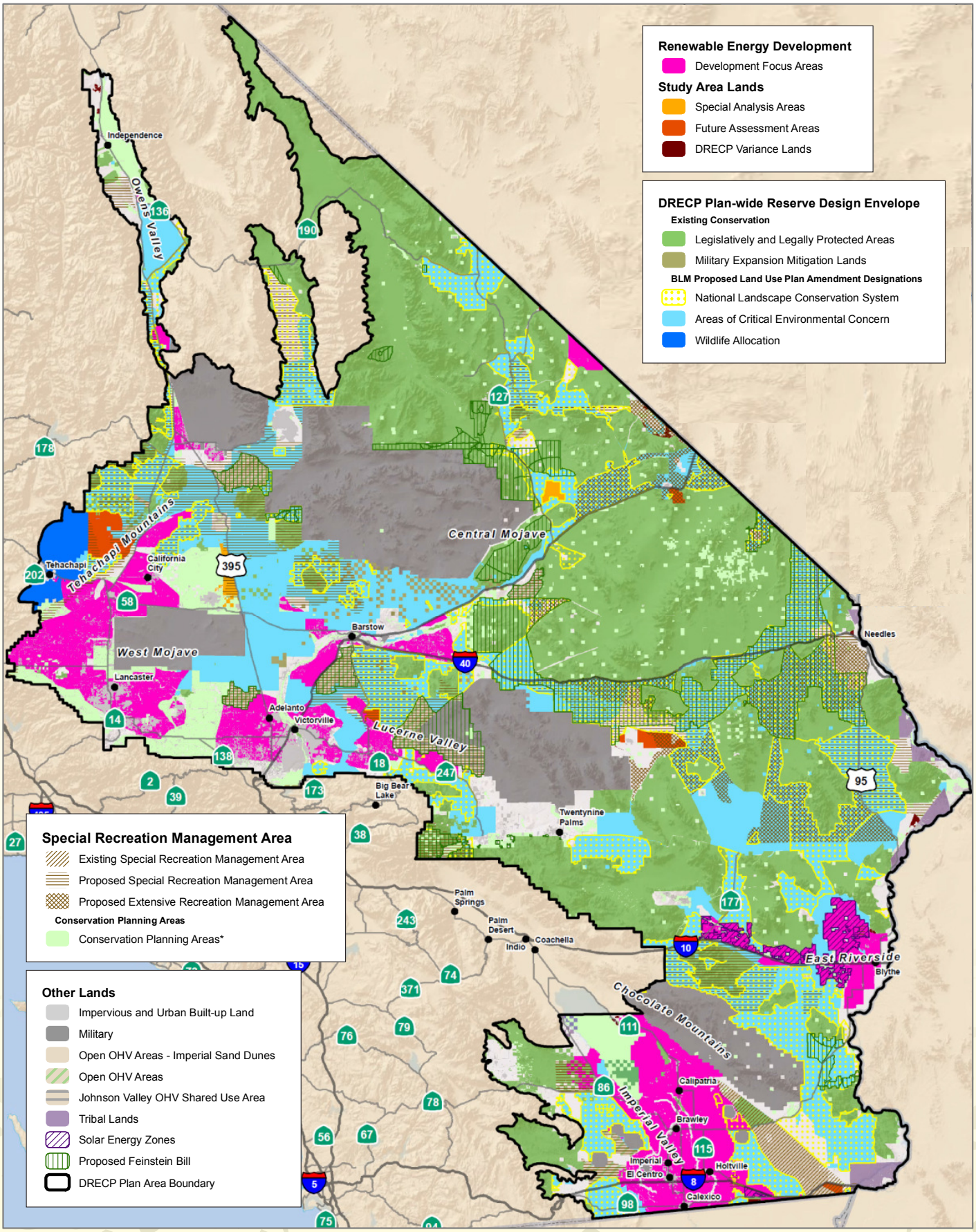Preferred Alternative