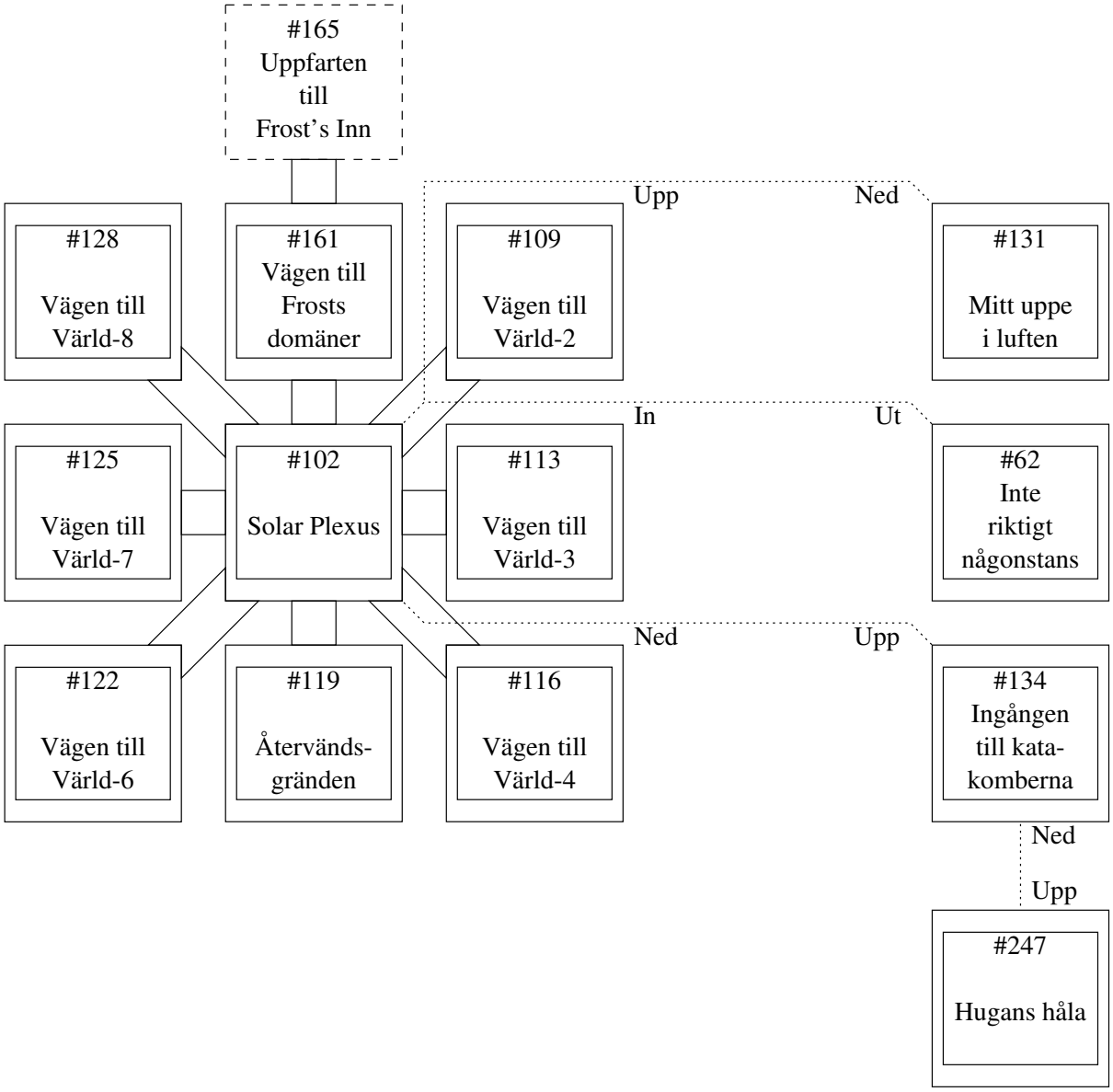Startvärlden