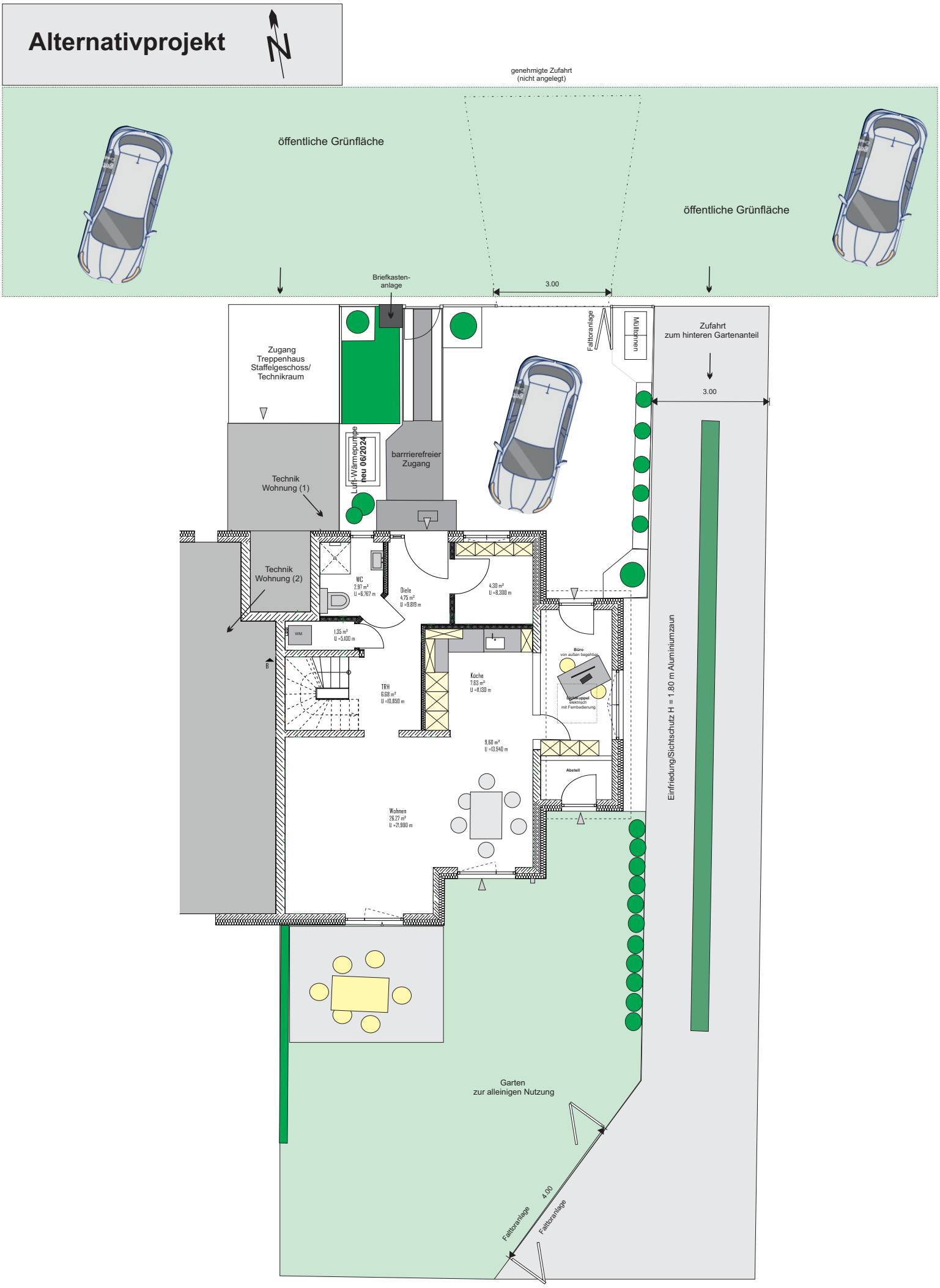Alternativprojekt