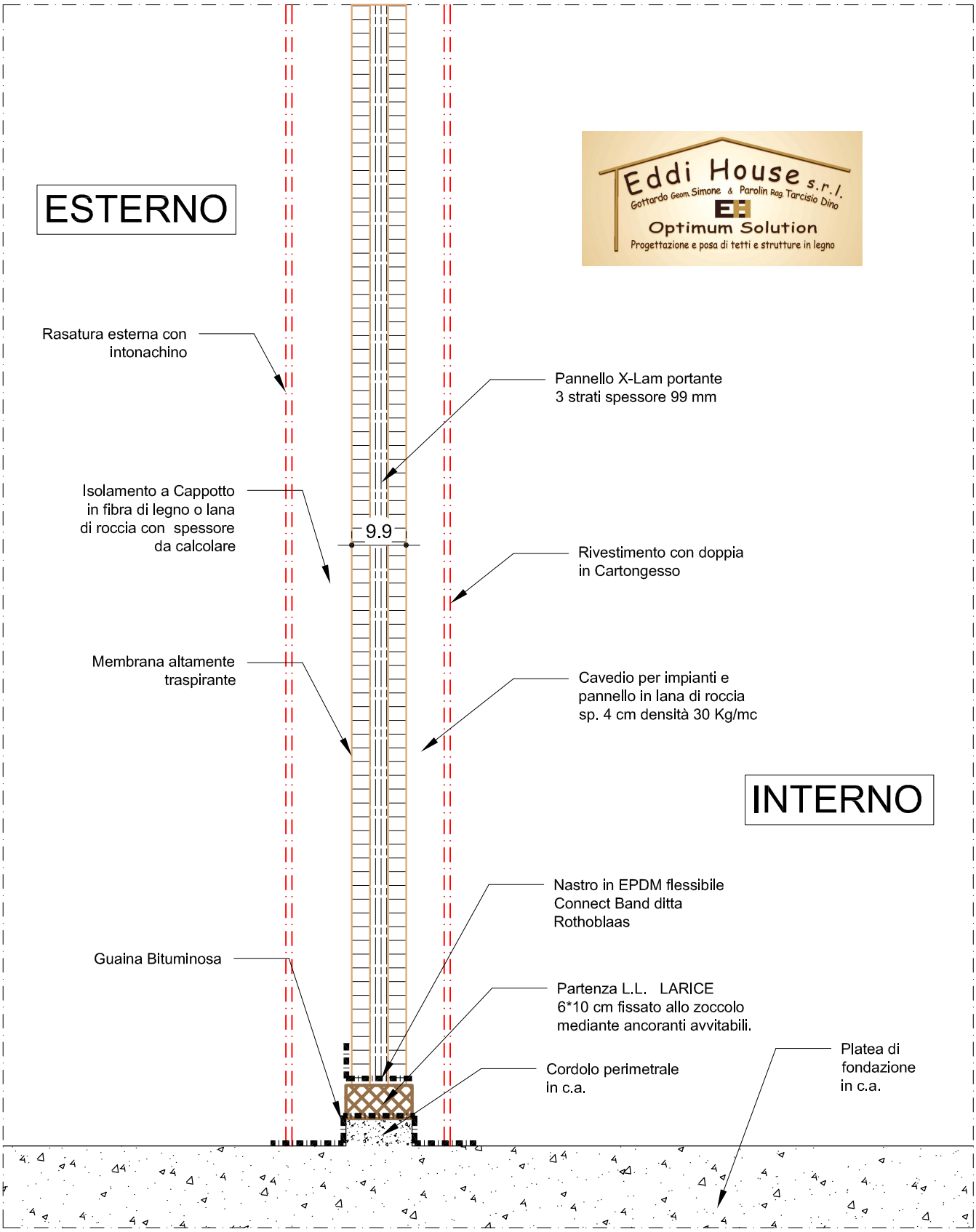Parete esterna