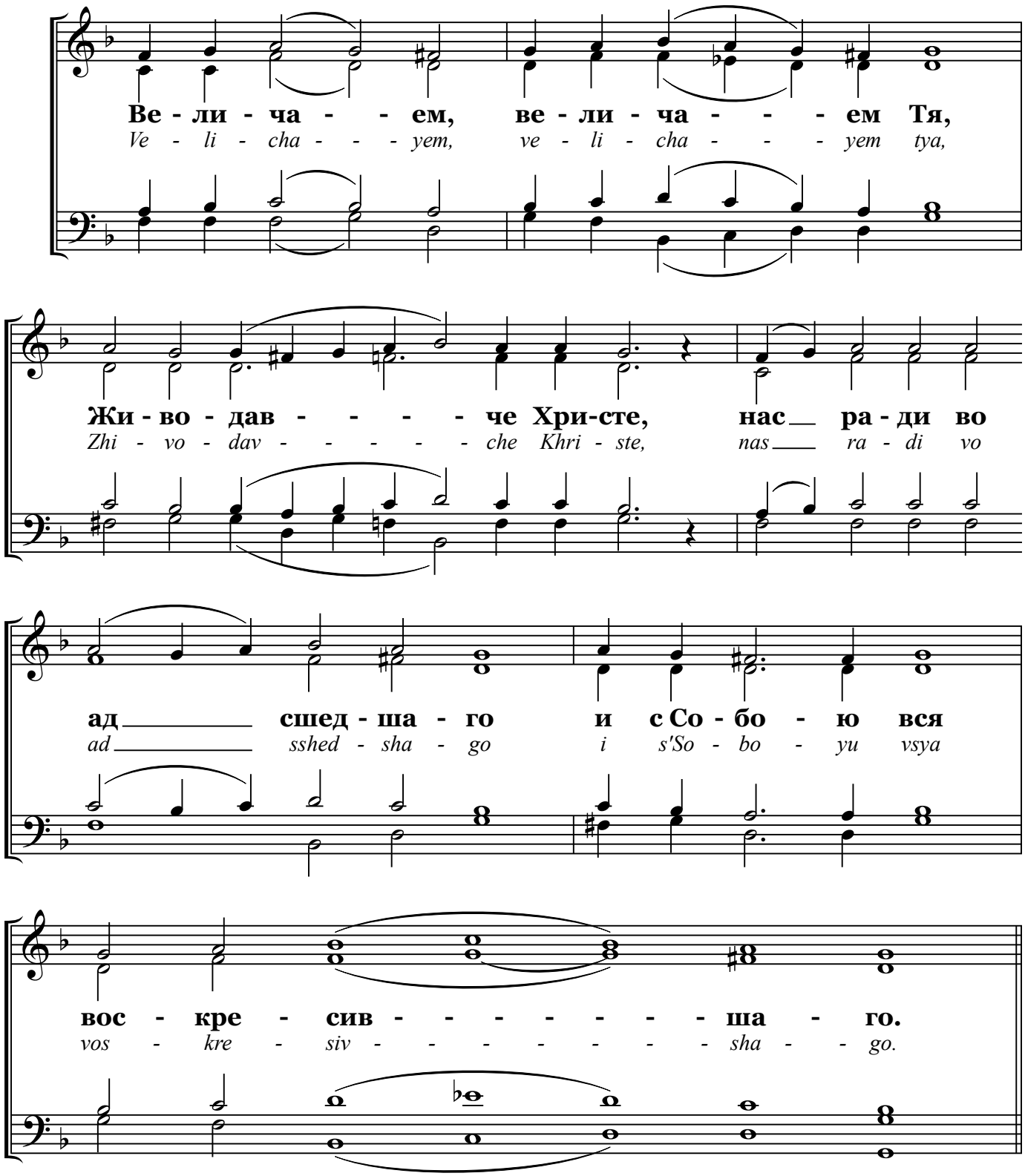The Magnification