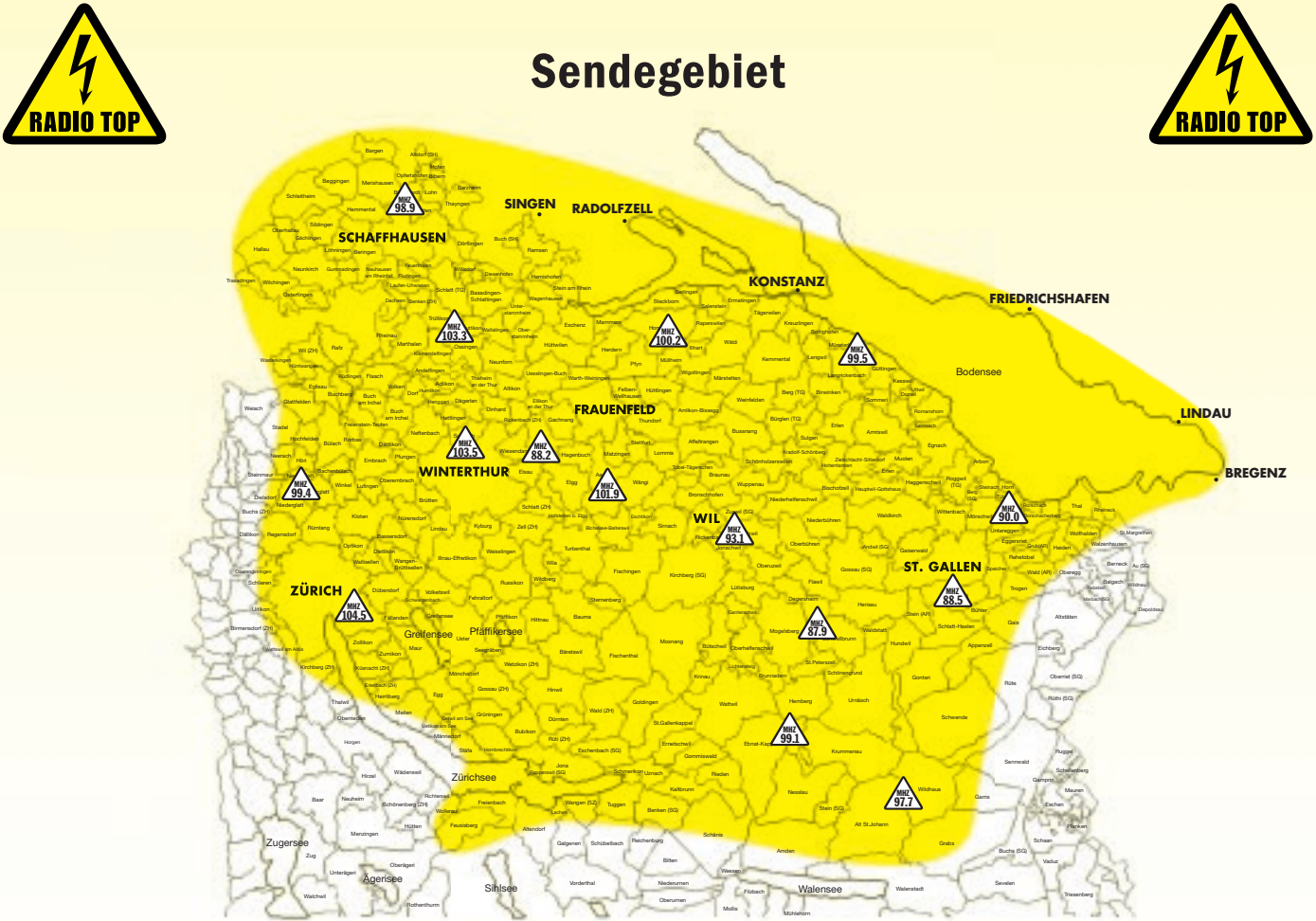Sendegebiet