

Ali Tohme

Profile 2024

## About

I'm a Product Designer based in Germany 🇩🇪. I'm passionate about people; uncovering their real world problems, understanding their needs, and designing magical experiences accessible to everyone.

**About**

**years of  
experience**

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**10+**

**Clients/  
Projects**

---

**2000+**

**Worked with**



**Featured in**

**Euronews, Chip, PC MAG,  
Fast Company, VB, A' Awards,  
ComputerWoche**

# Expertise

# Product Design

## Research

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Design Thinking, User-Centred design principles and methodologies, Double diamond, Information architecture, Interaction models, Flows, Roadmap, User research, User Journeys

## Figma

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Design Systems, Components variants, Variables, Prototype

## Adobe Suite

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Photoshop, Illustrator, Indesign, After effect, Premier, XD

## Creative

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Branding, Graphic Design, Motion Graphics, Video Editing, Email Design, Illustration, Iconography, Pictograms, Slide decks, Packaging

## UX/UI

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UX Researcher, UI Designer, Wireframes, Prototypes, Visual Design, Spatial Design, Interaction Design, Mobile Apps design, Web design, Responsive, Style Guides, Design Systems.

## Development

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CSS3/HTML5, SaaS, CMS, Webflow, Framer, Spline, Hubspot, SquareSpace

## Management, Collab. & Docs

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Cross-functional collab, Agile/Scrum design process/Sprints, Jira, Confluence, Slack, Trello, Teams, Google, Miro, Hubspot, Gitbook, Frontify, Storybook, Supernova

## Testing & Analytics

---

Usability testing, Interview & Survey, Eye Tracking, Heat Maps, A/B test, Usertesting, Maze.

**Selected cases**

# Aired.tv

## Challenge:

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Designing a virtual TV studio platform that simplifies live show production and offers professional-quality results, while also creating a brand identity and user interface that aligns with the target audience, primarily podcasters.

## Solution:

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- Virtual TV Studio Design: Leveraged the technology and assets from ROOM3D to create dedicated studio, podcast, and broadcast rooms within Aired.tv, providing users with customizable sets and automated camera angles and movements.
- Streamlined Dashboard Design: Designed a 3D-ish dashboard interface with intuitive controls and settings, allowing users to easily manage their shows and customize their studio environments.
- Brand Identity and Logo Design: Created a brand identity and logo design that reflects the professional and innovative nature of the platform, targeting podcasters and content creators.
- User Experience Focus: Prioritized user experience by simplifying the production process with automated camera edits, engaging features such as pyrotechnics and magic effects, and the ability for each guest to stream their own show simultaneously from one studio.

## Result:

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- Successfully created a virtual TV studio platform tailored for podcasters, simplifying live show production and offering professional-quality results.
- Leveraged assets and technology from ROOM3D to create dedicated studio environments within Aired.tv, enhancing user engagement and immersion.
- Established a strong brand identity and user interface design that resonates with the target audience, garnering positive feedback and user adoption.

## Technologies Used:

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- Figma
- Webflow
- 3D rendering engines (for immersive design)
- Collaboration tools for development and optimization

You are live now! 
 End live

**Broadcasting setup** ✕

Paste your stream url and key to preview  
If you are struggling to connect, check our tutorial to chat with our support center

Stream URL

You can find a list a provided by YouTube [here](#)

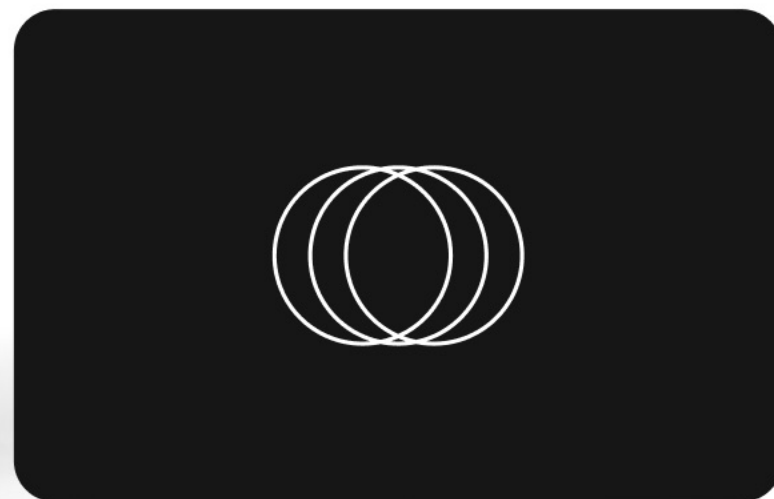
Stream Key

If you are having trouble to find the key, please this visit [YouTube tutorial](#)

GO LIVE

You are live now! 
 End live

New York



Get early access

## Live is Now!

Host shows in a virtual TV studio with fantastic sets – no matter where your guests are.

- ✓ No software hassle
- ✓ Stunning camera edits
- ✓ Streamed to your favourite platform in a click

Get early access

### Studios for every occasion.

For podcasters, webinars, life interviews, streams and more formats.

Podcast Studio

Broadcasting Studio

**Explore the benefits of being a test user.**

Prepared to be an AIRED trailblazer? Your help will be rewarded with a delightful variety of goodies.

Shape the development of our product

Enjoy 6 month premium access for free

Get discounts for customized studios

Access all new features and studios first

First on the list for special events.

Get early access

Signup

## Live is Now!

Host shows in a virtual TV studio with fantastic sets – no matter where your guests are.

- ✓ No software hassle
- ✓ Stunning camera edits
- ✓ Streamed to your favourite platform

Get early access now

### Studios for every occasion.

For podcasters, webinars, life interviews, streams and more formats.

The Showtime Studio

Get early access



# ROOM3d

## Challenge:

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Designing an immersive and user-friendly interface for ROOM3D within the metaverse (3D space) while addressing UX issues such as user comprehension, signup friction, and loading times. Additionally, ensuring consistent brand identity and launching the platform successfully on the frontier of technology posed significant challenges.

## Solution:

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- Immersive Design Inspired by Netflix: Drew inspiration from Netflix for the design language, utilizing dark, magical, and immersive elements to create a visually stunning and engaging interface within the metaverse.
- Addressing UX Issues: Identified and addressed UX issues such as user comprehension and signup friction by incorporating people as a major element in all images and assets, simplifying the signup process to email and password only, and providing interactive tutorials in 3D space to educate users on how to use the platform.
- Incentivizing User Engagement: Implemented incentives such as inviting a friend to access premium features for free to encourage user engagement and growth.
- Optimizing Loading Times: Collaborated with developers to optimize loading times by pre-loading 3D assets when users enter the website, significantly reducing loading times and improving user experience.

## Result:

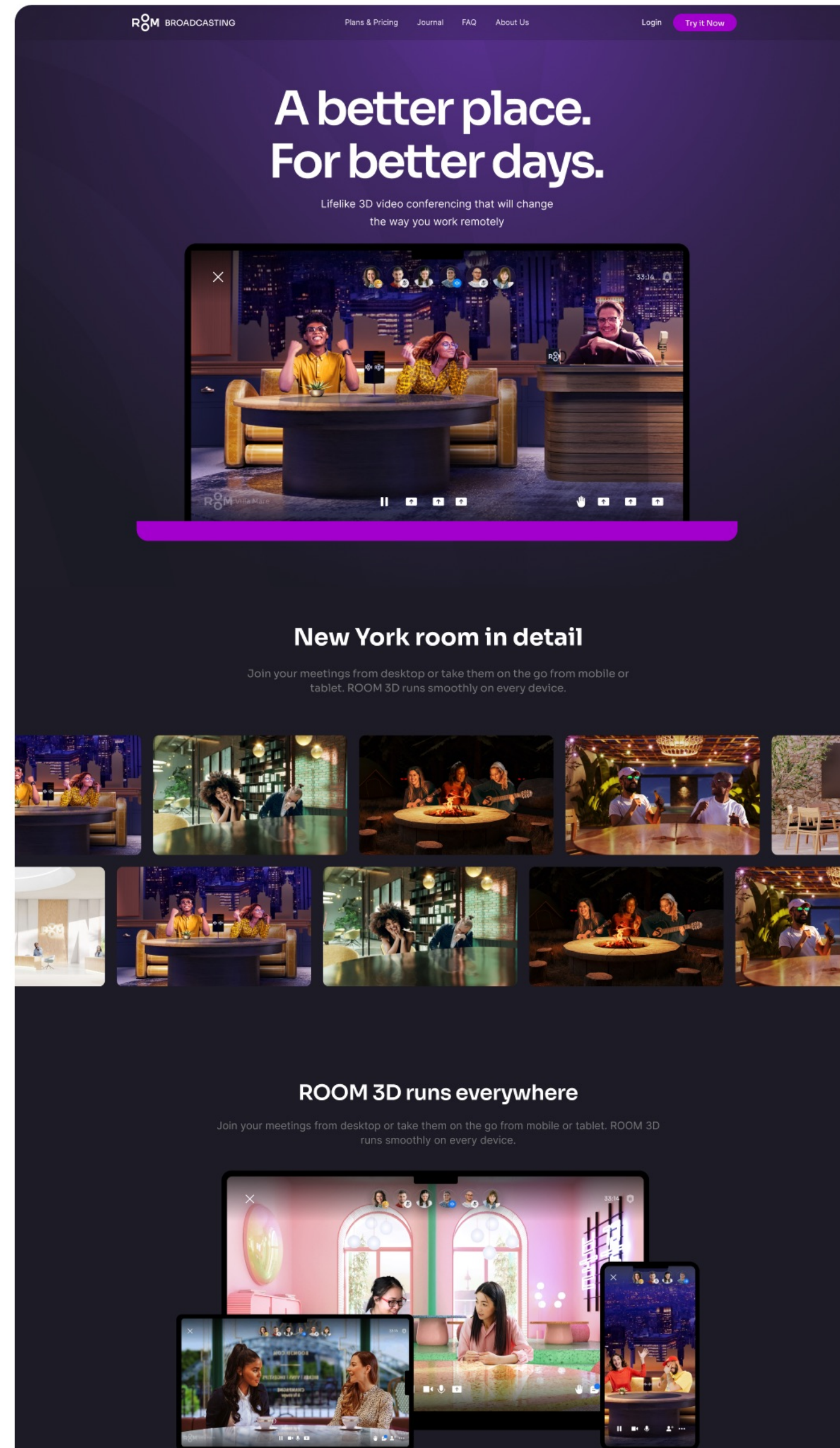
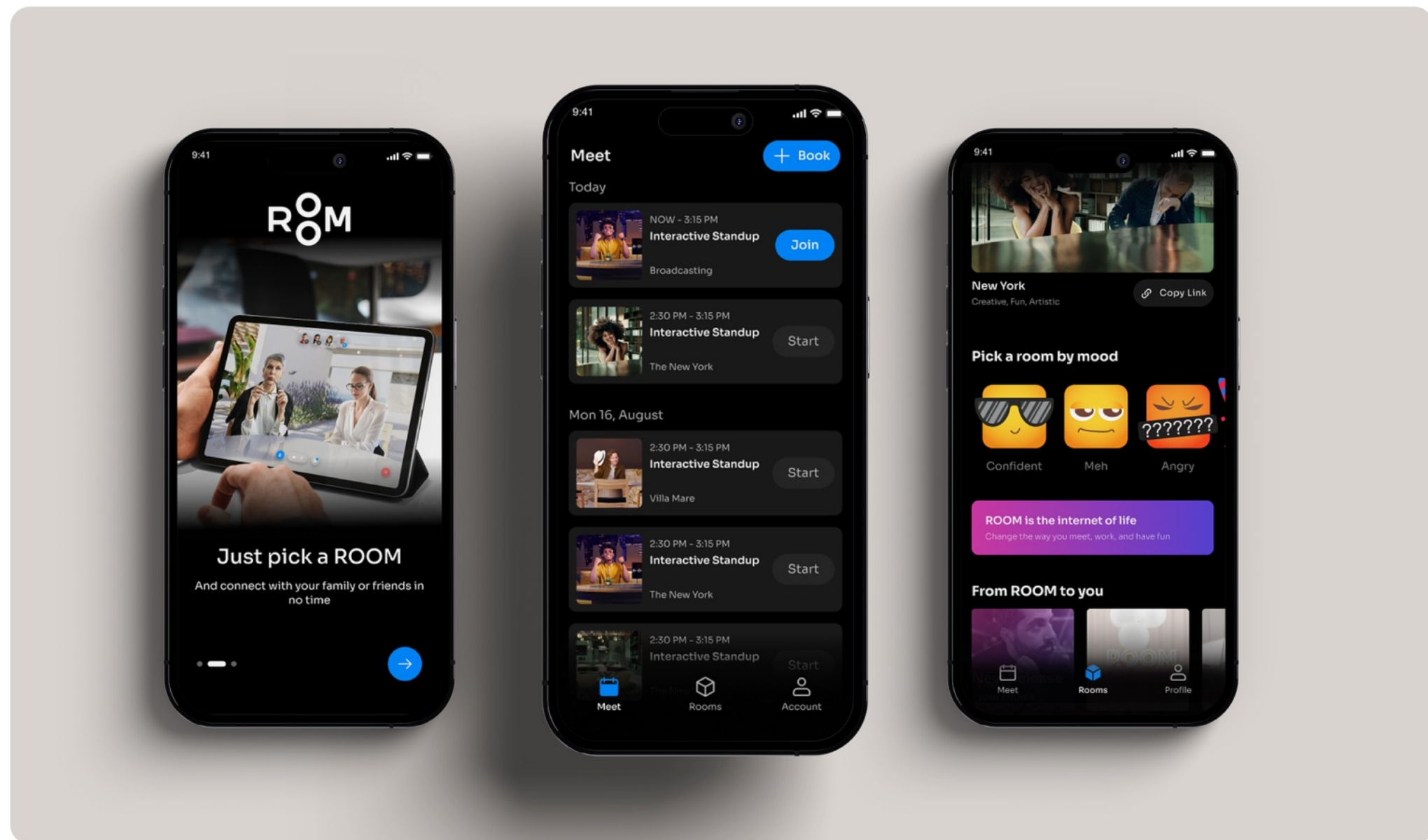
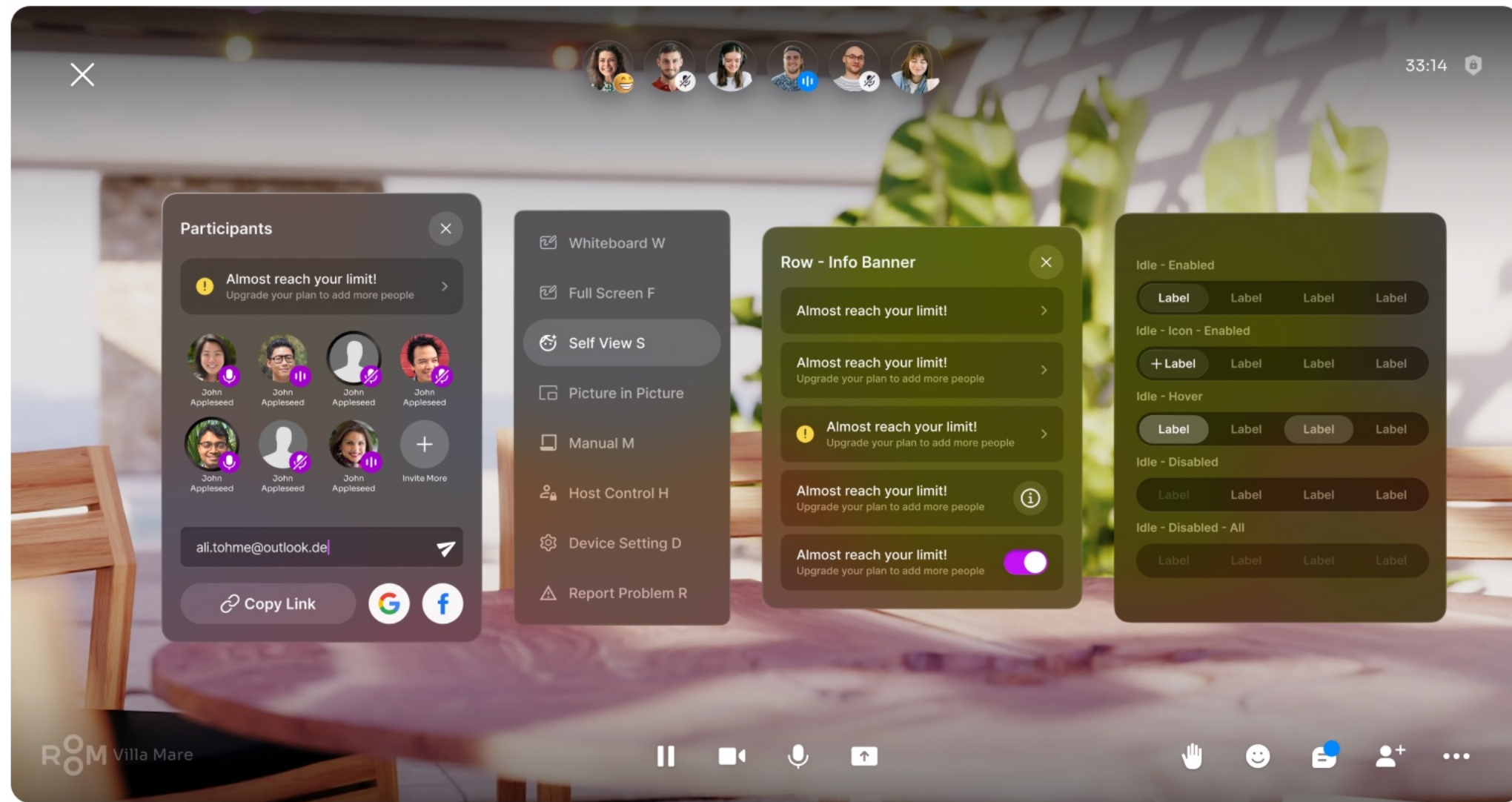
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- Increased user engagement and retention through immersive design and streamlined signup process, leading to more users and positive feedback.
- Featured on Fast Company, PCMag, Chip, VB, and more, garnering widespread recognition and acclaim.
- Achieved more engaging and seamless user experiences, resulting in a thriving community of users within the ROOM3D platform.

## Technologies Used:

---

- Figma
- Webflow
- 3D rendering engines (for immersive design)
- Collaboration tools for development and optimization



Enjoy internet gadgets like alarms and games during calls.

## Featured In

“Users are one click away from metaverse meetings”

“ROOM offers a spatially free and humane meeting experience that other platforms lack”



## Welcome to ROOM Sign up for free!

Email Address

Password

- subscribe to my newsletter.
- I certify that I am 18 years of age or older and I accept [Terms and Conditions](#) and [Privacy Policy](#).\*

[Sign up for free](#)

Or using [Google](#) [Facebook](#)

Already have an account? [Login](#)

## Immersive Rooms

# Bstream.io

## Challenge:

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Designing a user-friendly web platform for a complex subject matter in the blockchain space, catering to users with varying levels of technical expertise. Additionally, representing complex blockchain data in an understandable and engaging manner posed a significant challenge. Furthermore, creating an intuitive dashboard with detailed analytics and user insights required extensive research and iteration.

## Solution:

---

- **Web3 Design Aesthetic:** Employed a Web3 design aesthetic to create a visually engaging and futuristic user interface. Implemented 2D animated geometric shapes throughout the website to enhance the futuristic feel and storytelling aspect.
- **User-Centric Design:** Conducted extensive user research to understand the needs and pain points of crypto traders. Developed intuitive user flows and wireframes to ensure a seamless user experience.
- **Brand Identity Adaptation:** Adapted the brand identity to resonate with the target audience and reflect the innovative nature of the product.
- **Motion Graphics and Animations:** Utilized After Effects to create Lottie animations, adding dynamic visual elements to the website and enhancing user engagement.
- **Dashboard Development:** Designed and developed a comprehensive dashboard within the platform, allowing users to view top traders, top winning and losing tokens, and track analytics.

## Result:

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- Successfully launched a visually stunning and user-friendly website and platform that effectively communicates the features and benefits of Bstream.io.
- Received positive feedback from users praising the intuitive design and engaging animations.
- Increased user signups and engagement rates on the platform, leading to higher conversions and revenue growth.

## Technologies Used:

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- Figma
- Illustrator (Geometric Illustrations)
- After Effects (Lottie animations)
- Webflow (development)



### Builders

## Save On Bot Development

Stream Customized Live On-Chain Data To Your Community's Discord, Telegram And DApp Without The Need To Hire A Bot Developer.

No-Code On-Chain Streaming



### Investors

## Protect Your Investments

Know First Hand When Funds Are Getting Sold From The Wallets Of Project's Treasury Or Owners. Monitor The Addition And Removal.

Take Action Immediately

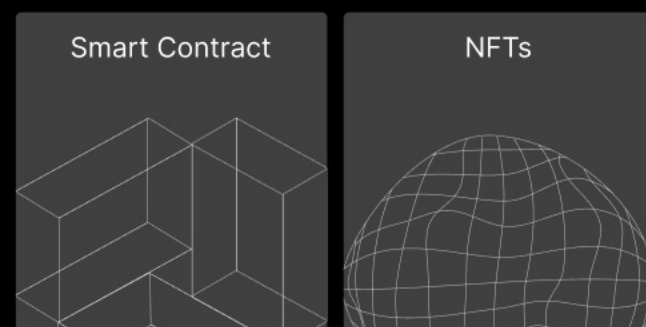
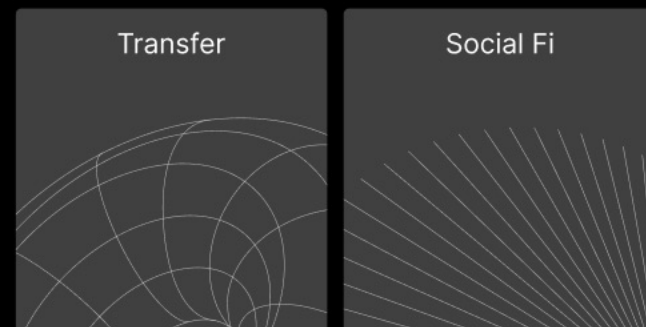
### Simple Steps

## No Code Needed

1. Select stream trigger

2. Fill in the filter form

3. Select integration



3stream



## Decoding Success in Crypto:

Copy Trading, Wallet Tracking, and Real Case Studies



Aditya Chaudhary

Full Stack Developer and On-chain data nerd.

Blockchain Meta Trading

Share to: [Social icons]

As a trader, you would often encounter some twitter threads or news where a trader turned a few thousand dollars into millions or more. The first thing that comes to mind after reading such threads is to find their wallet and copy trade them in order to get similar green PnL. But, it is not that simple and straight! Many times even a great trader can have a loss and get rugged as they would miss some proper due diligence aka "DYOR" which you could have observed if it was not an automated copy trade.

In this blog post, we will learn:

1. How to find traders' wallets who find 100x gems.
2. Why even track wallets.
3. A case study of tracking a top trader
4. Why one shouldn't copy trade using a bot.

## How to find traders's wallets who find 100x gems

The whole strategy is to find the next token that could possibly give good returns. Crypto space is full of people who are exceptionally well at finding gems. Our goal is to find such wallets and track what they buy next. To get the top traders who made the most off a coin, we recommend using [DexScreener](#). DexScreener provides real time decentralized exchange analytics

Don't Miss The Beat:  
Drive Into Data Now!

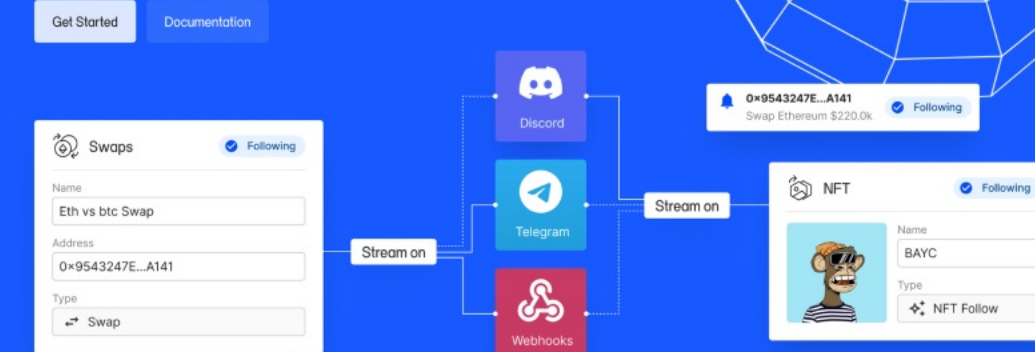
Get Started

3stream

Blog Documentation Pricing Contact Us Login Get Started

## A No-Code Blockchain Data Tool to: Build Bots

The easiest way to track on-chain data with zero technical skills needed!



## Unlock Wealth: Track The Elite PnL Traders

Stay Ahead By Anticipating The Next Big Move From Leading Whales

Rank	Wallet	Bought	Sold	P&L	Win	
#1	0x954...3247EA141	\$220.0K	\$1.5M	\$1.5M	30%	Follow Wallet
#2	0x954...3247EA141	\$220.0K	\$1.5M	\$1.5M	30%	Follow Wallet
#3	0x954...3247EA141	\$220.0K	\$1.5M	\$1.5M	30%	Follow Wallet
#4	0x954...3247EA141	\$220.0K	\$1.5M	\$1.5M	30%	Follow Wallet

## We Help To Make Innovative Solutions

Set Custom Filtered Streams To Your Application Via Webhook In Minutes!

Get Started

**Traders**

**Maximise Your Profit**

Track Top Smart Wallets' Swaps And Transactions. Know Which Token They Are All Aping In Before They Announce It On Their Socials.

[Invest Before Their Communities](#)

**Builders**

**Save On Bot Development**

Stream Customized Live On-Chain Data To Your Community's Discord, Telegram And DApp Without The Need To Hire A Bot Developer.

[No-Code On-Chain Streaming](#)

**Investors**

**Protect Your Investments**

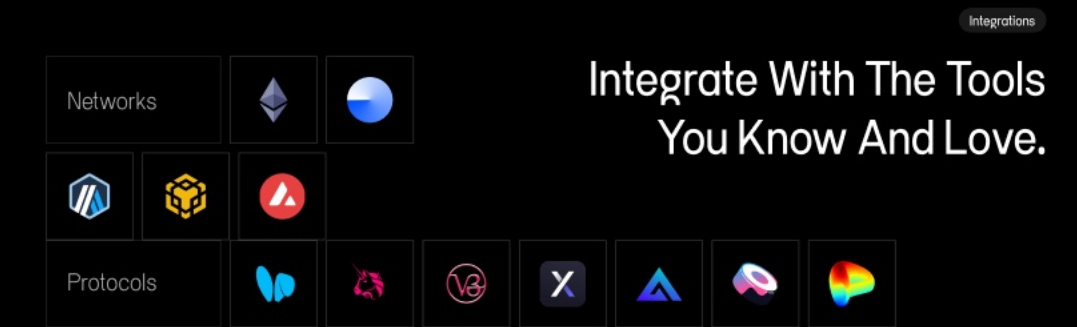
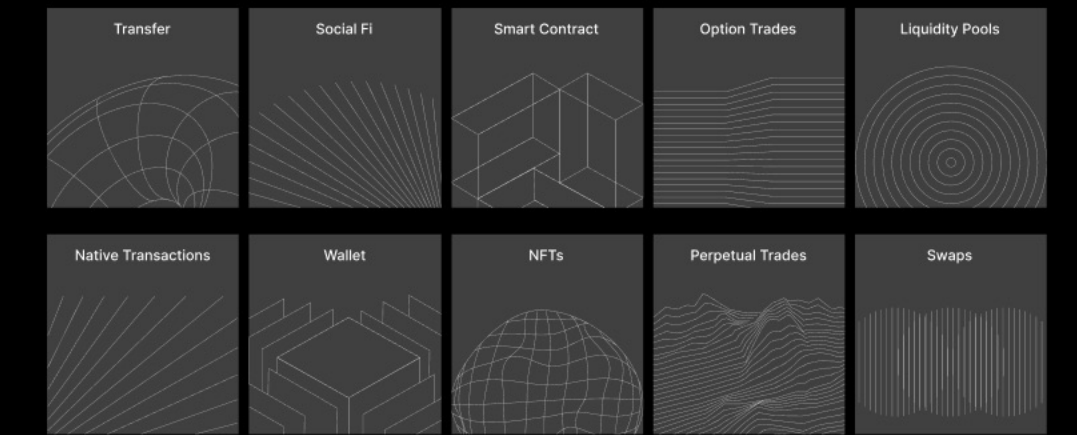
Know First Hand When Funds Are Getting Sold From The Wallets Of Project's Treasury Or Owners. Monitor The Addition And Removal.

[Take Action Immediately](#)

### Simple steps

## No Code Needed

1. Select stream trigger → 2. Fill in the filter form → 3. Select integration



Integrate With The Tools You Know And Love.

### Testimonials

## What Our Customers Are Saying

**Join Our Community**

**Esther Howard**  
Developer

"Equita has already been a game changer for me. With dashboards I can easily share insights across our entire team in a scalable and automated another way, embark this exciting digital together"

**Esther Howard**  
Developer

"Equita has already been a game changer for me. With dashboards I can easily share insights across our entire team in a scalable and automated another way, embark this exciting digital together"

**Get Started**

### Bestream Blog

## Stay Up To Date

February 5, 2024

**Decoding Success in Crypto**

— Read full article

February 5, 2024

**Decoding Success in Crypto**

— Read full article

[View all articles](#)



### **Challenge:**

---

Designing a user-friendly platform for decentralized options trading, especially for zero days to expiry contracts, posed several challenges. Additionally, creating a visually engaging website and trading view interface tailored to the NFT and Crypto audience required a deep understanding of their preferences and expectations.

### **Solution:**

---

- **Web3 Design Aesthetic:** Implemented a Web3 design aesthetic with NFT character designs, catering to the NFT and Crypto audience. Animated characters and incorporated parallax effects, interactive elements, and animations throughout the website to enhance user engagement.
- **Lucid User Experience:** Developed an intuitive user experience for options trading, focusing on simplicity and clarity in navigating the platform. Utilized clear visual cues and interactive elements to guide users through the trading process.
- **Trading View Integration:** Designed and implemented a seamless Trading View interface, providing users with advanced charting tools and real-time market data for informed decision-making.
- **Educational Content:** Created a dedicated "Learn" page to educate users about options trading concepts and IVX's unique features. Used clear and concise language alongside visual aids to simplify complex concepts.

### **Result:**

---

- Successfully launched a visually stunning and user-friendly platform catering to the NFT and Crypto audience, driving engagement and user adoption.
- Received positive feedback from users praising the platform's intuitive design, interactive elements, and educational content.
- Increased user retention and trading volume on the platform, leading to growth in the user base and trading activity.

### **Technologies Used:**

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- Figma
- Illustrator for (Character Design)
- After Effects (Lottie animations)
- Webflow (development)

# Daily Options For Everyone Altcoins

Decentralized options AMM tailored for zero days to expiry contracts, with primary focus on crypto and real world assets, providing high leverage exposure of up to 200x, all through an industry-leading lucid user experience

Start Trading

7:15:42  
Till Expiry

12 Portfolio Created

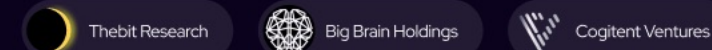
300 Positions Opened

\$1.8M Volume Traded

## Investors & Partners

Leading ventures, DAOs and Ecosystem Participants assisting reshape the future of short-dated options.

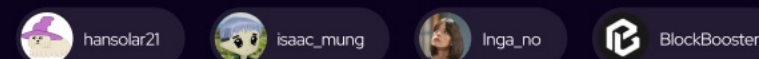
### Leading Investors



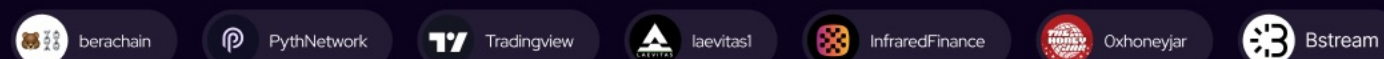
### Additional participants



### Advisors



### Ecosystem Partners



## ODTE options market

Trade on Diem, our robust AMM providing options for various crypto assets, up to 1 hour before expiration



## Portfolio Margin

Create your first smart contract account, enabling the participation in diverse range of option payoff structures, on cross margin, without the necessity to sell your collateral

## Dynamic Hedging

Facilitate market trading through providing stablecoins and become the market maker through our implied volatility liquidity pool (IVLP), allowing participants to benefit from automatic compounded trading fees and mitigates market exposure

$$\Delta V = \frac{\partial V}{\partial S} \Delta S + \frac{\partial V}{\partial \sigma} \Delta \sigma + \frac{\partial V}{\partial \tau} \Delta \tau + \frac{\partial V}{\partial r} \Delta r + \frac{1}{2} \frac{\partial^2 V}{\partial S^2} (\Delta S)^2 + \text{Higher Order Term}$$



## We've gathered some answers

Learn more about Options and IVX by visiting our learning page

Learn More

### What is IVX?

IVX is a liquid options AMM built on top of Berachain network that allow users to trade zero days to expiry option contracts over variety of assets.

### How do you trade options on IVX?

What are the benefits of using a portfolio margin account?

### What are Zero days to expiry options or ODTEs?

What are the risks associated with using IVX?

### What the need to trade ODTE option contracts?

### What assets can I trade on IVX?

Time Until Exp. Date: 20h 54min

ETH / USD 1m

\$1,857.31



IVX GMX

Available Margin \$364,038.73 + Add Margin  
Maintenance Margin Rate 100%

Call Put Vol

Buy Sell

Size Contracts

0.0 USD



Strike

1,700 %00.00

Price \$24.00

Fees \$33

Total \$2,204.43

Expected Profit / Loss + \$2,204.43

ETH Price at Exp \$2,190.33



Max Loss Breakeven Max Profit

Spread Trading Positions

Connect Wallet

# Oxclub

## Challenge:

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Designing a communication tool that captures the retro style of the 80s and 90s while incorporating modern features and functionality. Additionally, ensuring that the platform effectively caters to the unique needs and interests of the NFT and crypto communities posed a significant challenge. Furthermore, creating a chat system/app from scratch required extensive planning, development, and design iteration.

## Solution:

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- **Retro-style Design:** Adopted a retro-style design aesthetic inspired by the 80s and 90s, featuring pixelated graphics, vibrant colors, and nostalgic elements throughout the platform.
- **User-Centric Design:** Conducted extensive research to understand the needs and preferences of NFT and crypto enthusiasts. Utilized user feedback to inform the design process, ensuring a user-friendly experience.
- **Chat System/App Development:** Built the chat system/app from scratch, incorporating features such as real-time messaging, community channels, voice chat, and moderation tools. Implemented robust security measures to protect user privacy and data.
- **UI Design:** Designed the user interface with a focus on usability and aesthetics. Leveraged retro-inspired visuals and pixel art to create a visually appealing and cohesive design language.

## Result:

---

- Successfully launched a retro-style communication tool tailored for NFT and crypto communities, garnering positive feedback from users.
- Created a vibrant and interactive platform that fosters community building and engagement among users.
- Increased user participation and interaction within communities, leading to a thriving ecosystem of NFT and crypto enthusiasts.

## Technologies Used:

---

- Figma
- Illustrator

**0xClub** Connect wallet

Discover Sort by: Featured Filters

Search by user, club, token, smart contract or wallet address

**CryptoPunks**  
Welcome to CryptoPunks!  
This is the place to discuss with others about your favourite PUNK!

187,131 Members

**CryptoPunks**  
Welcome to CryptoPunks!  
This is the place to discuss with others about your favourite PUNK!

187,131 Members

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187,131 Members

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Welcome to CryptoPunks!  
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187,131 Members

**Filters** Clear

**Category**

- layer 1
- layer 2
- stablecoin
- DeFi
- reserve currency
- GameFi
- Play-to-earn
- NFT collection
- NFT collection token
- Index
- fan
- mirrored asset
- meme
- metaverse

**Network**

- Ethereum network
- Binance network
- Solana network
- Fantom network
- Avalanche
- Arbitrum
- Polygon
- Polkadot

**Cions**

- BTC

Apply

**0xClub** Connect wallet

**Bored Ape Yacht**  
Members: 0

Useful Links  
Description

Welcome  
Announcement 327  
News  
Social Feed

Community  
General 327  
Showoff 50  
Fan Arts

Add Room

---

**Announcement** Members 187K

Welcome to General room  
Lets start chatting

**JaaFar Yahya** Today at 10:18 AM  
We will take a camp I guess lore ips!!  
7 1 99+

**JaaFar Yahya** Today at 10:18 AM  
We will take a camp I guess lore iAttention:  
Never share your seed phrase with anyone or enter it into a form on a website. OpenSea will NEVER contact you via DM to ask for ETH in exchange for verification, or similar reasons! If you are contacted about this, please report the sender to Discord.  
[Read More](#)

**Ali Tohme** Today at 10:18 AM  
We will take a camp I guess lore ips!!

**Ayda Fakhro** 1 minute ago  
We will take a camp I guess lorem Epsom.

**JaaFar Yahya** Today at 10:18 AM  
We will take a camp I guess lore iAttention:  
Never share your seed phrase with anyone or enter it into a form on a website. OpenSea will NEVER contact you via DM to ask for ETH in

Write a message ...

All Tohme is typing

**Members** 187K

**Moderators**

- Altohme
- Jaafar\_32
- Hussein74

**Community**

- Windy.
- Vinnyla.
- Velvette.
- Starlette.
- Snowdrop.
- Sianna-Marie.
- Panda
- Charmayanne
- Antwohnette
- Anomaly
- Wiatt
- Tokyo
- Tigger
- Tenysi
- Sincere
- Precise
- Pluto
- Kairo
- Kanaan
- Brayan
- Windy.
- Vinnyla.
- Velvette.
- Starlette.
- Snowdrop.
- Sianna-Marie.
- Panda
- Charmayanne
- Antwohnette
- Anomaly
- Wiatt
- Tokyo

**0xClub** Club Setting

Club Profile  
Tokens / Coins  
Roles  
Members  
Security  
Privacy  
Notification  
Theme

**Roles**

- Admins
- Moderators
- Editors
- Marketing
- Artists
- Shit
- Thank you

Create Role

**Edit Role**

Emoji Color Name  
Editors

Super Admin

- Add user to whitelist, airdrop
- Delete, edit text chat of other users and pin messages
- Add remove users from a room
- Ban users
- Manage room (Create Edit Delete)
- Manage Club (Edit profile and settings only)
- Invite links to club
- Create Roles and Permissions
- Manage emojis and stickers
- Create/Delete Categories
- View Log
- Manage Bots (create edit delete)
- Timeout users
- View Club statistics (pointing system)

All Rooms

- announcements
- roadmap
- staking-faq
- official-links
- partnerships
- social-feed
- generate-your-code
- general
- showoff-your-kitt.
- memes-and-fan.
- roadmap-2-sug.
- show-your-kitty

Save

**Editors**

Windy.

- Editors
- Marketing
- Shit

Ali Tohme

- Editors

**0xClub** Club Setting

Club Profile  
Tokens / Coins  
Roles  
Members  
Security  
Privacy  
Notification  
Theme

**Club Profile**

Maximum cover image size is 100 mb with preferred ratio 1200x500

**Name**  
Bored Ape Yacht

**ID**  
BoredApeYacht#885

**Useful Links**  
Paste links in this form:  
Https://www\_\_\_\_  
Https://www\_\_\_\_  
Https://www\_\_\_\_

**Description**  
Write max 300 character

**Twitter** Boredapeofficial ✓

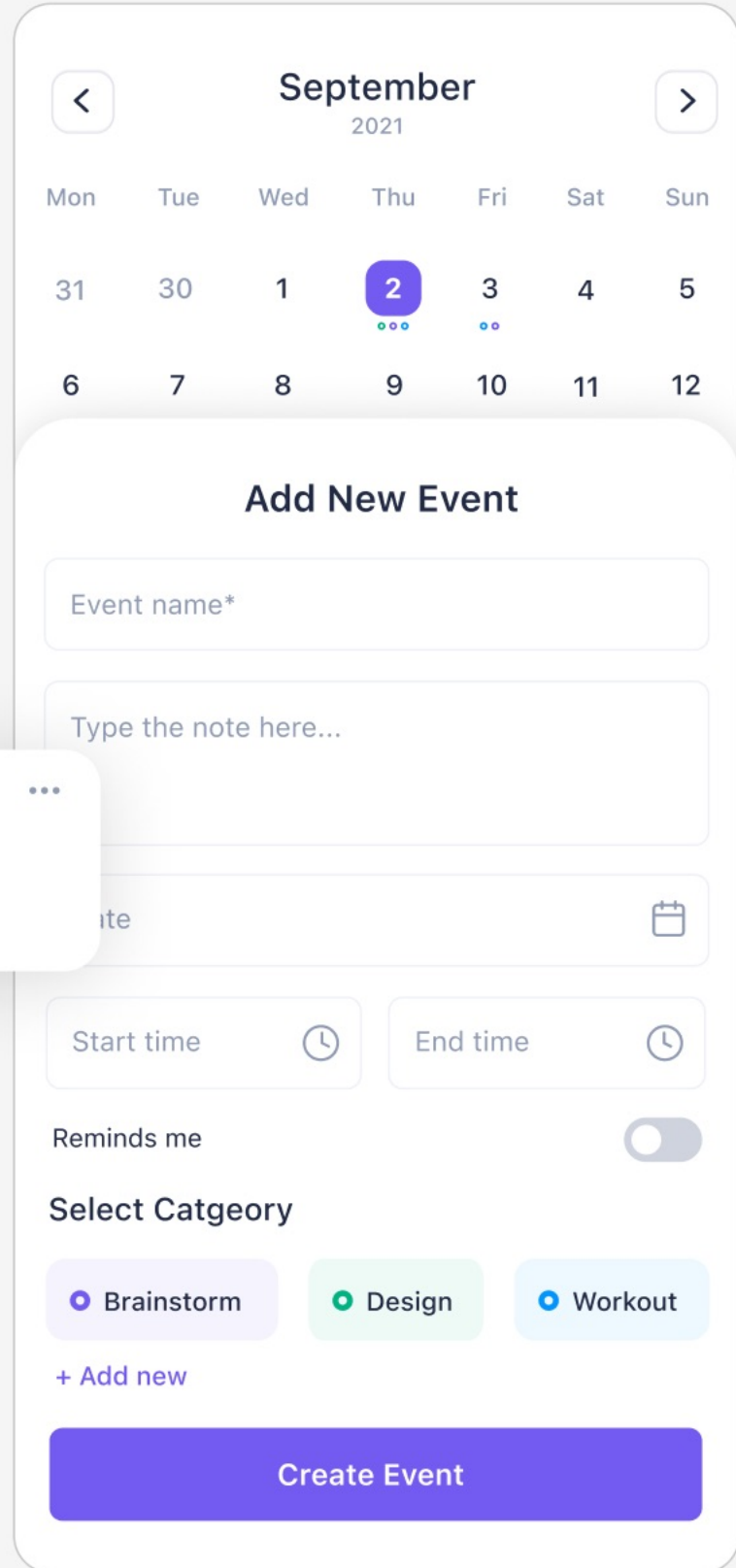
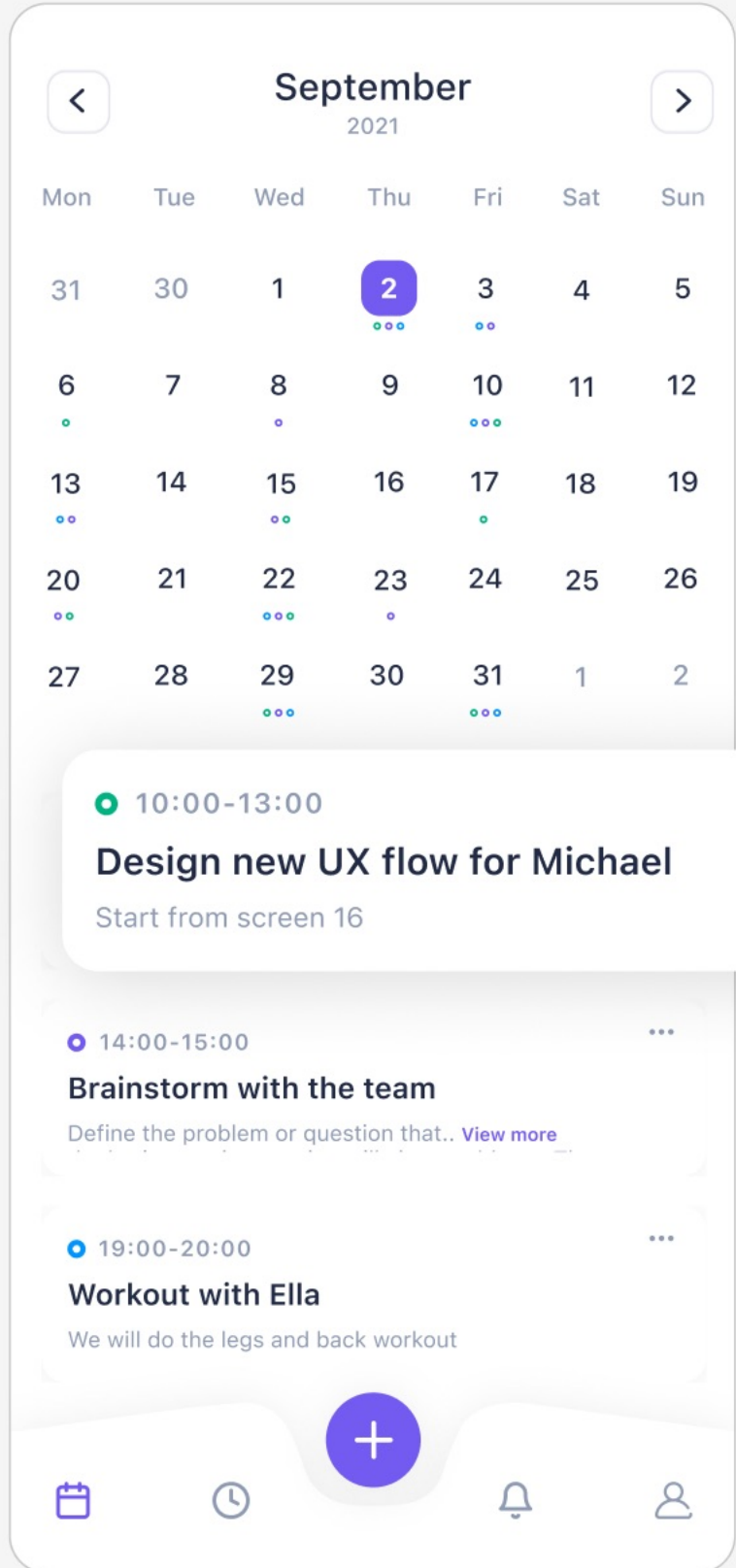
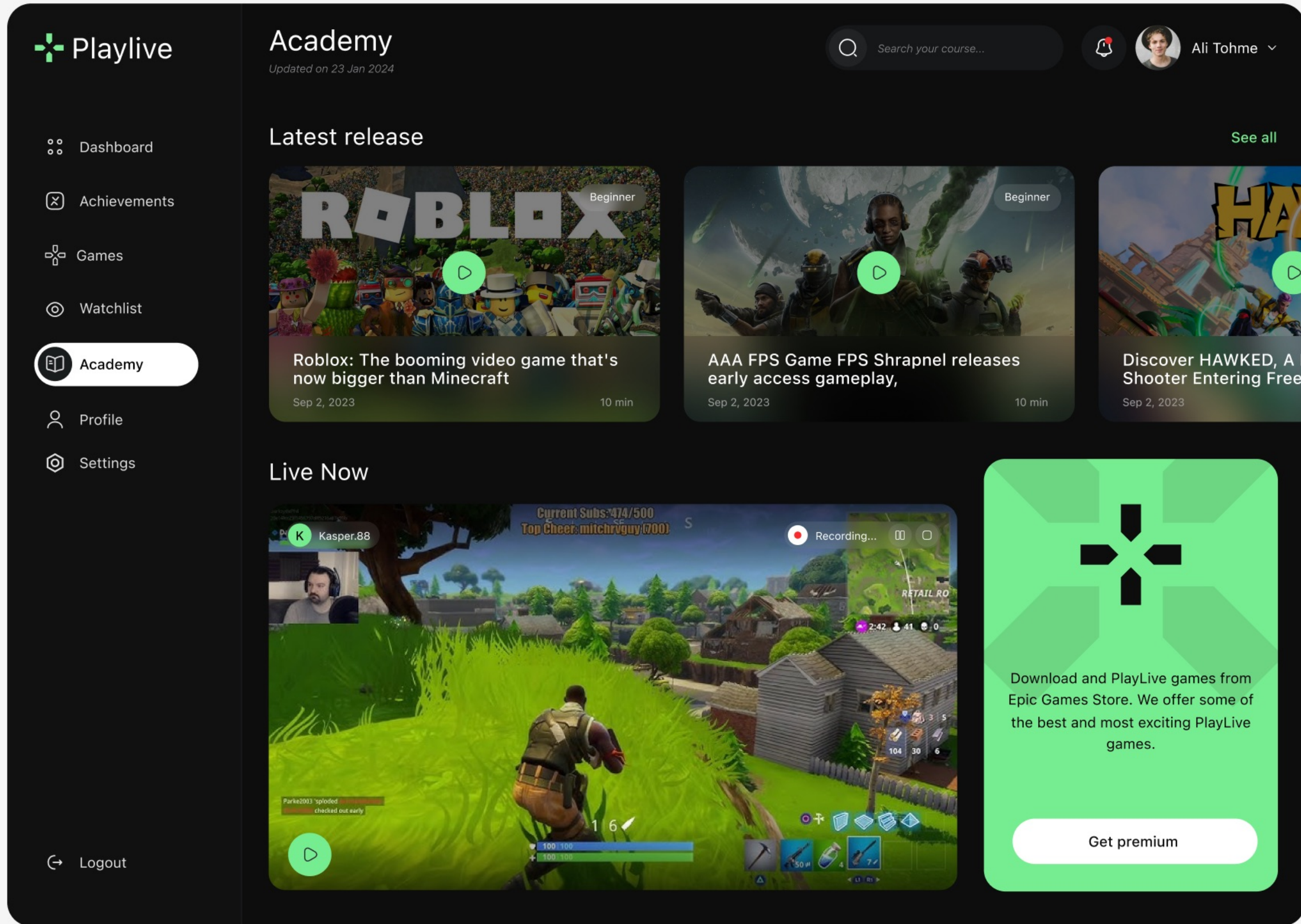
**Discord** Bored\_Ape ✓

**Instagram** Paste here link it  
Https://www\_\_\_\_

0/300

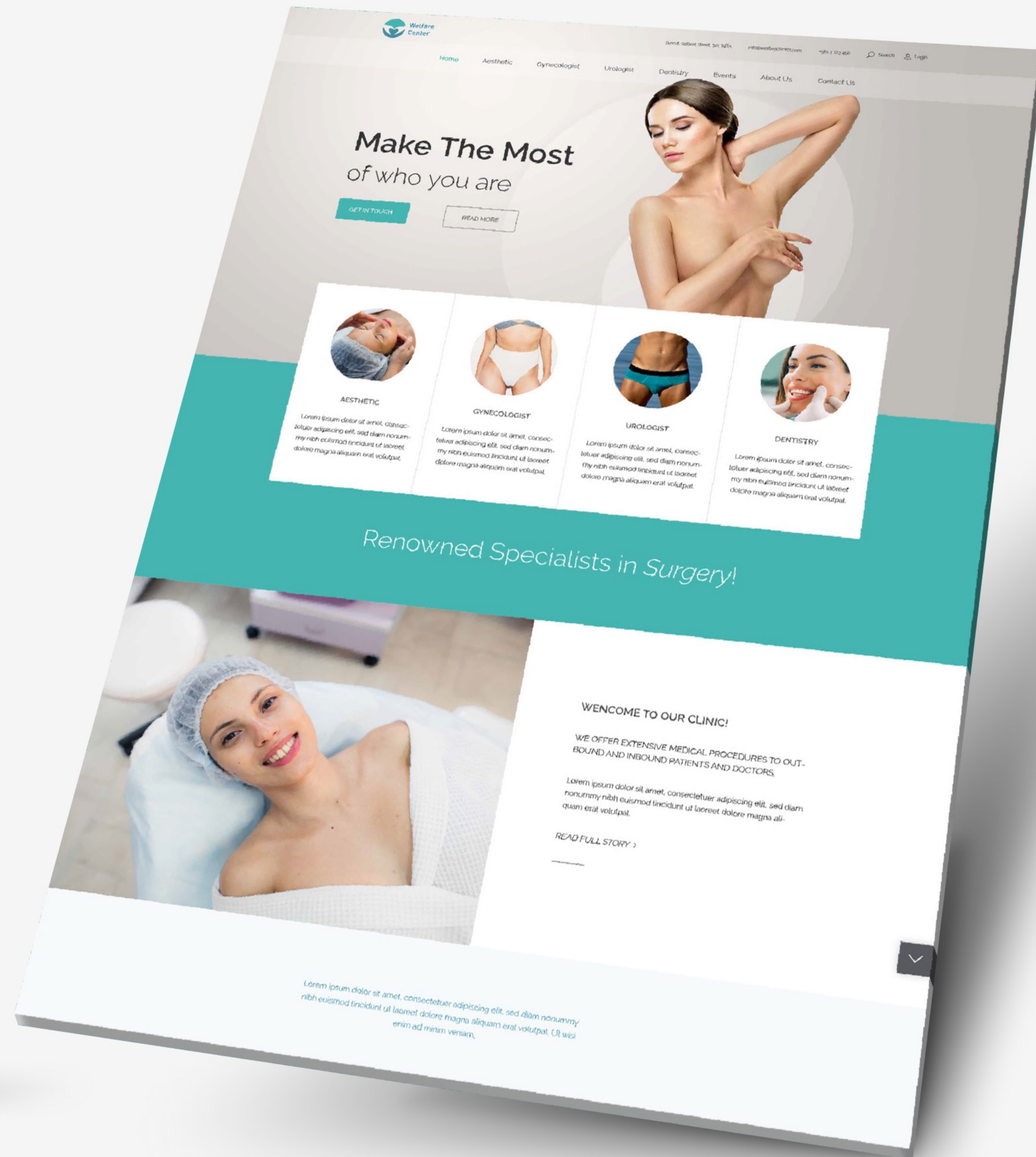
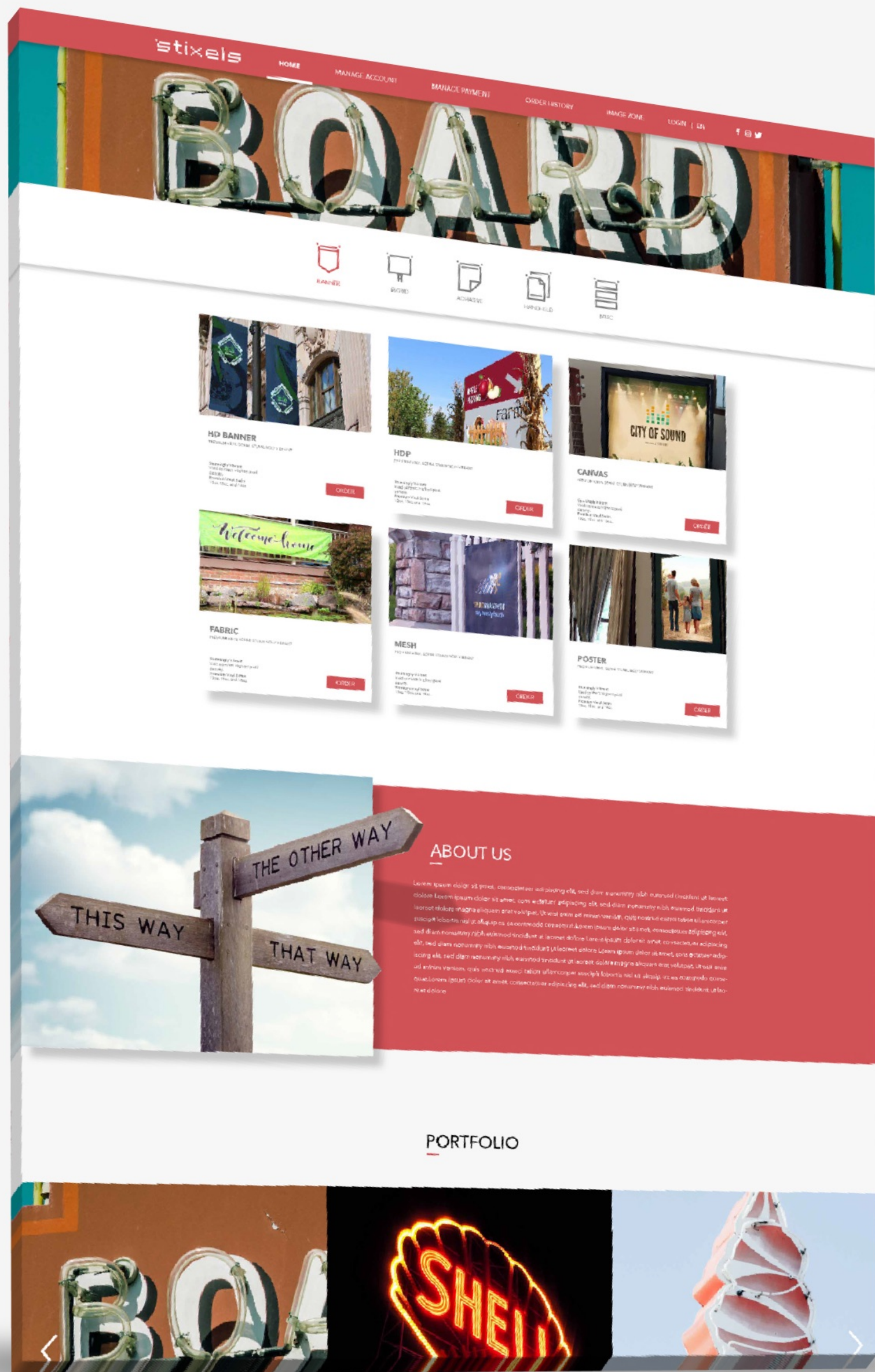


**More projects**



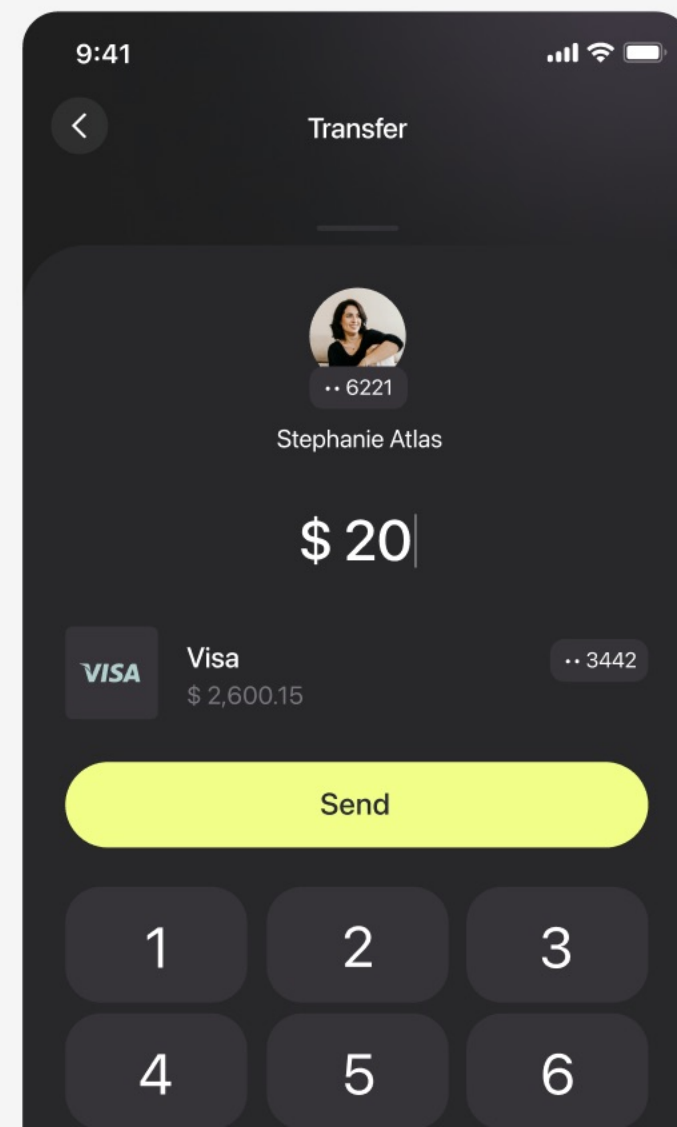
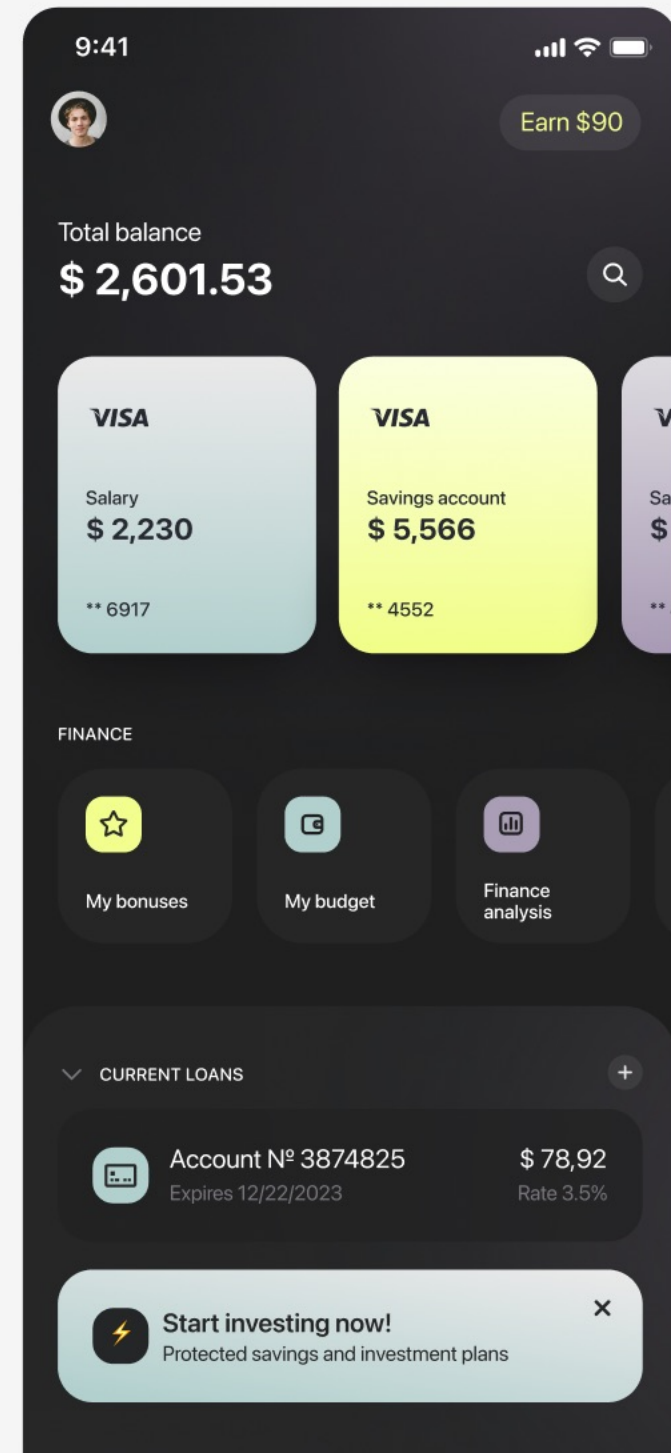
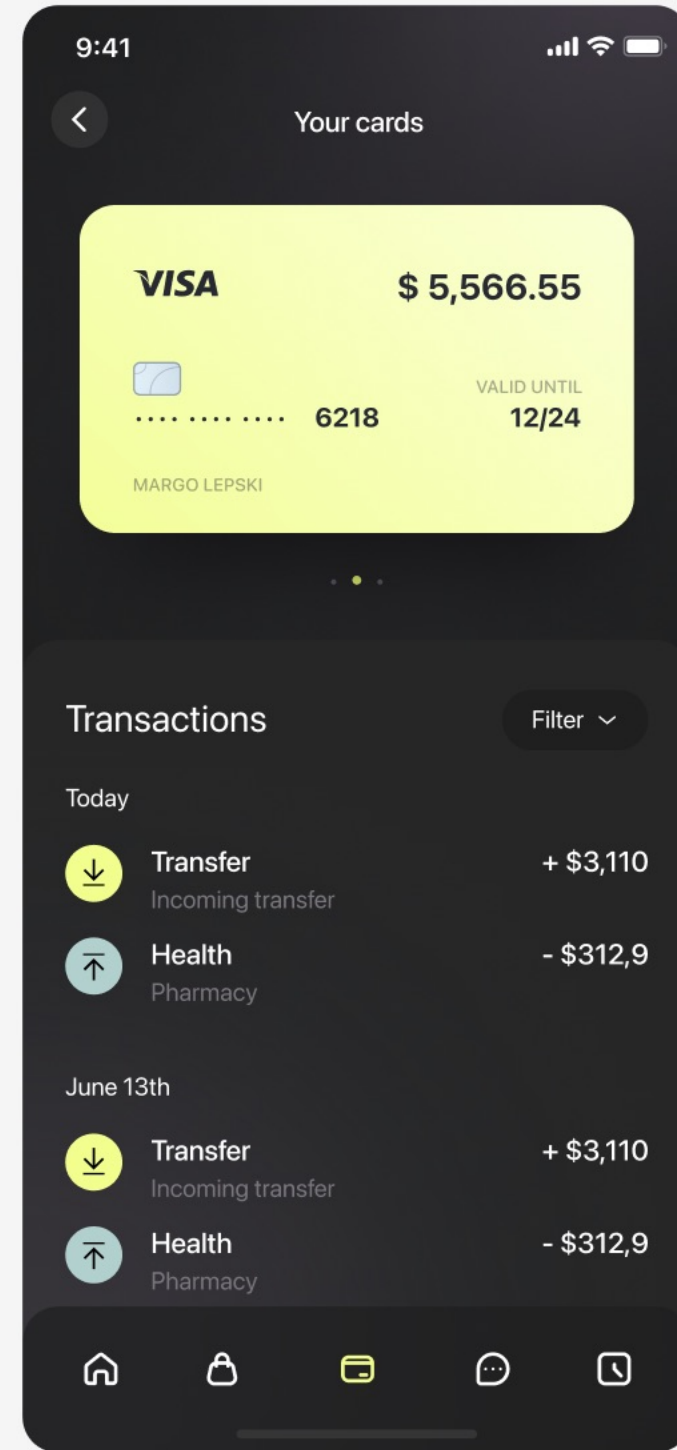
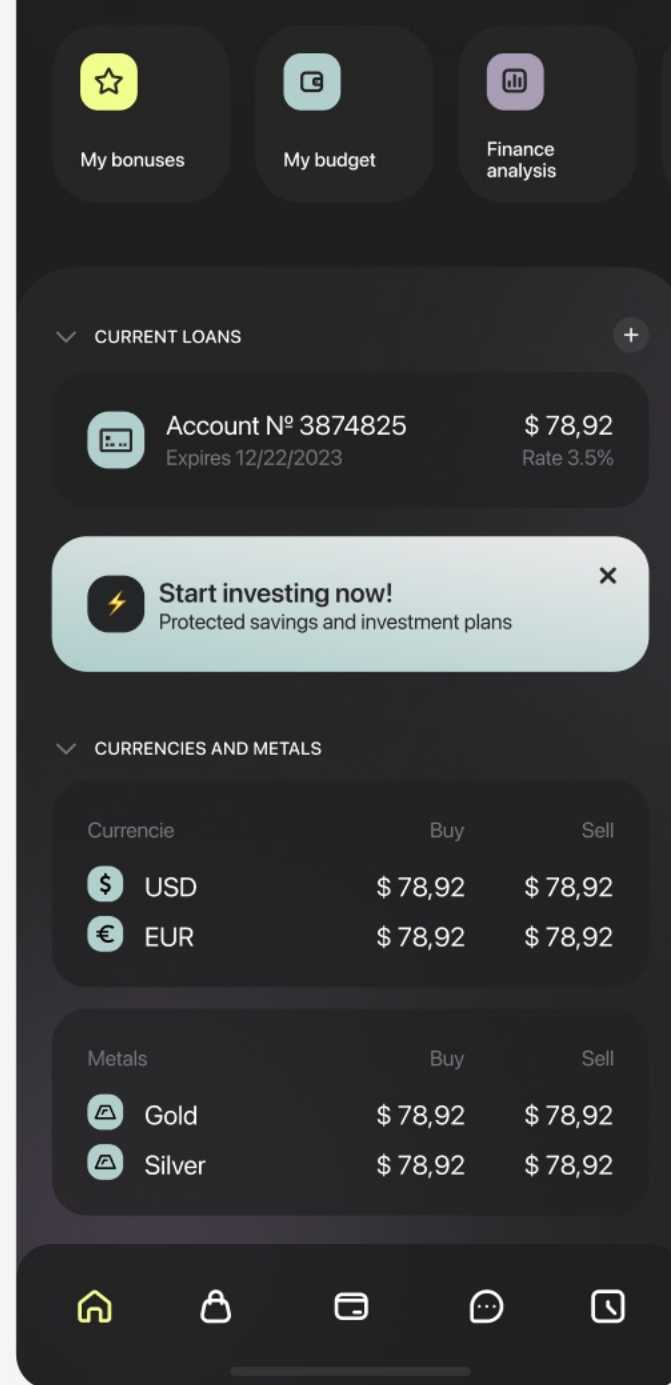
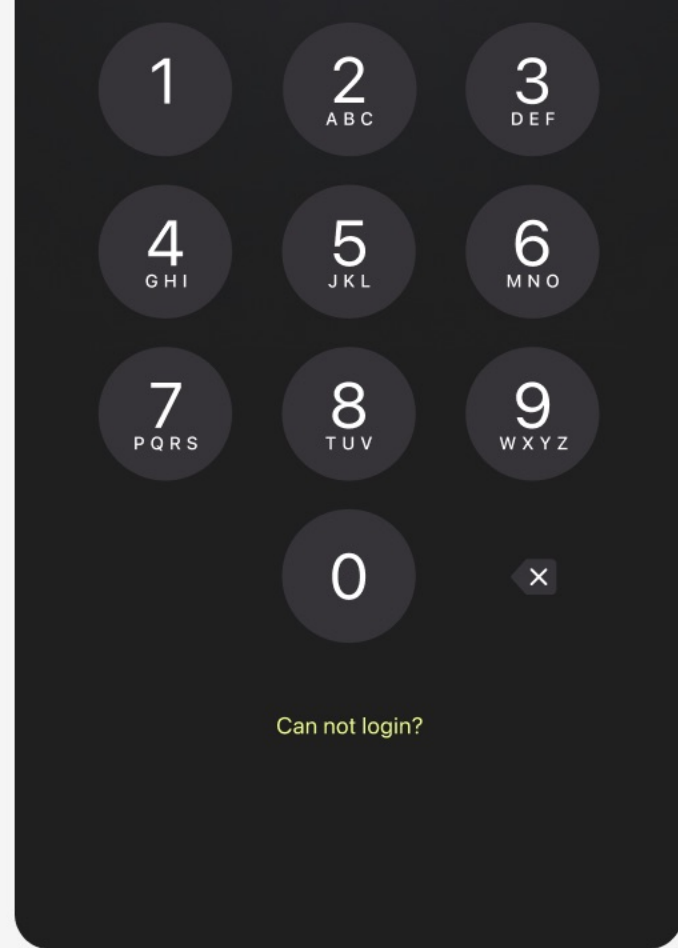
Playlive – Gaming Platform

Cally – Organise your day

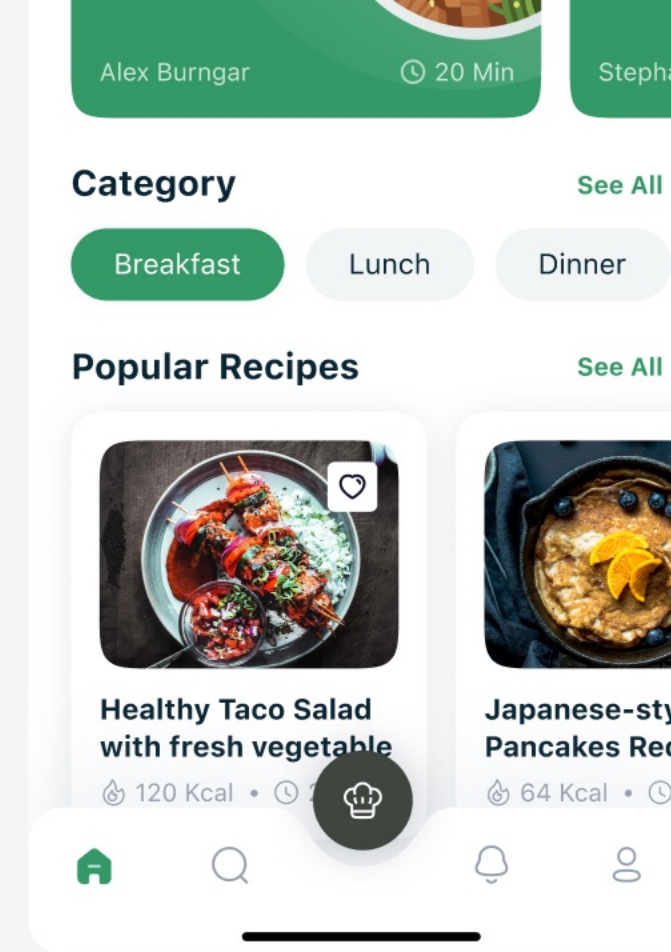


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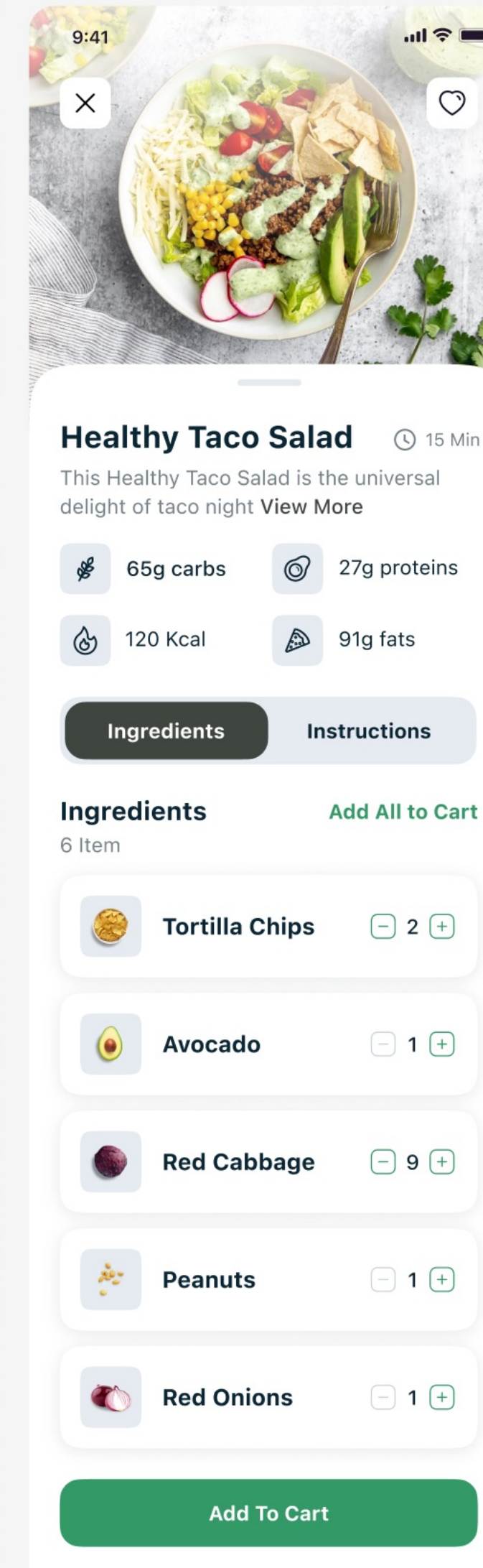
Welfare Center



Mello-Bank



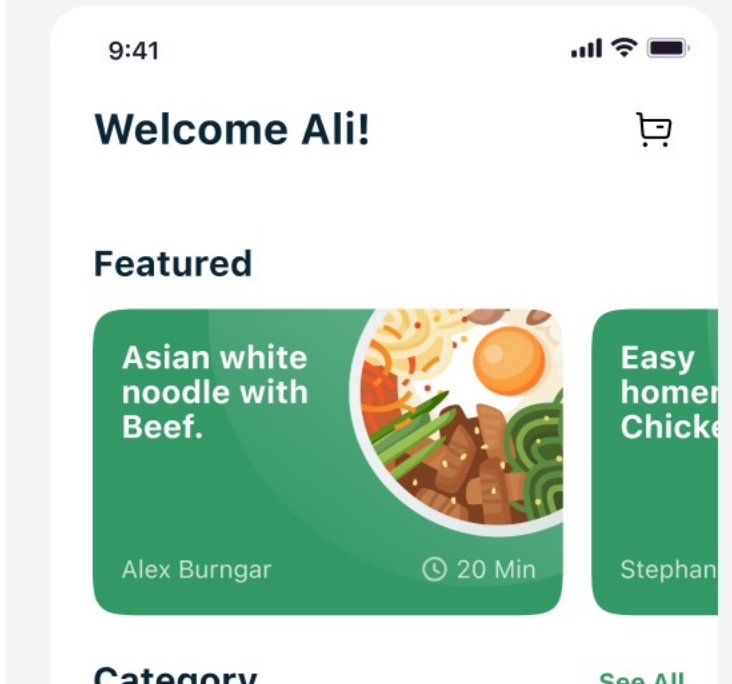
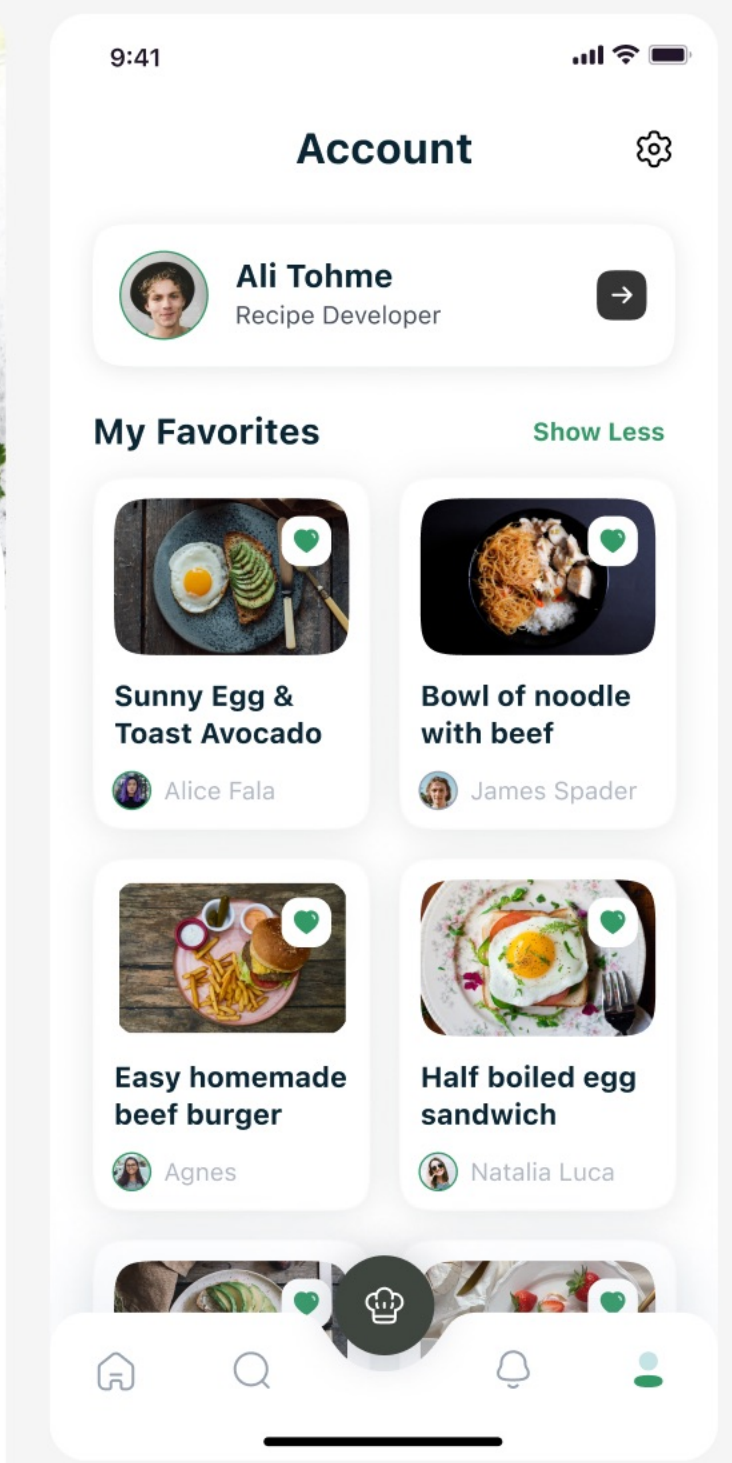
Recipe Developer



Creator

Natalia Luca  
I'm the author and recipe developer.

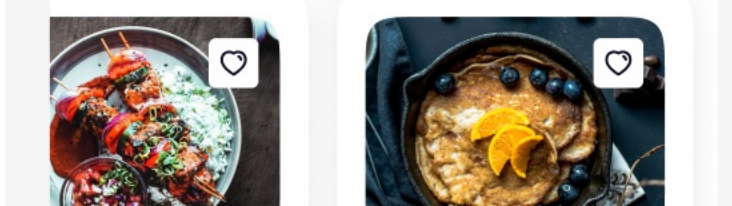
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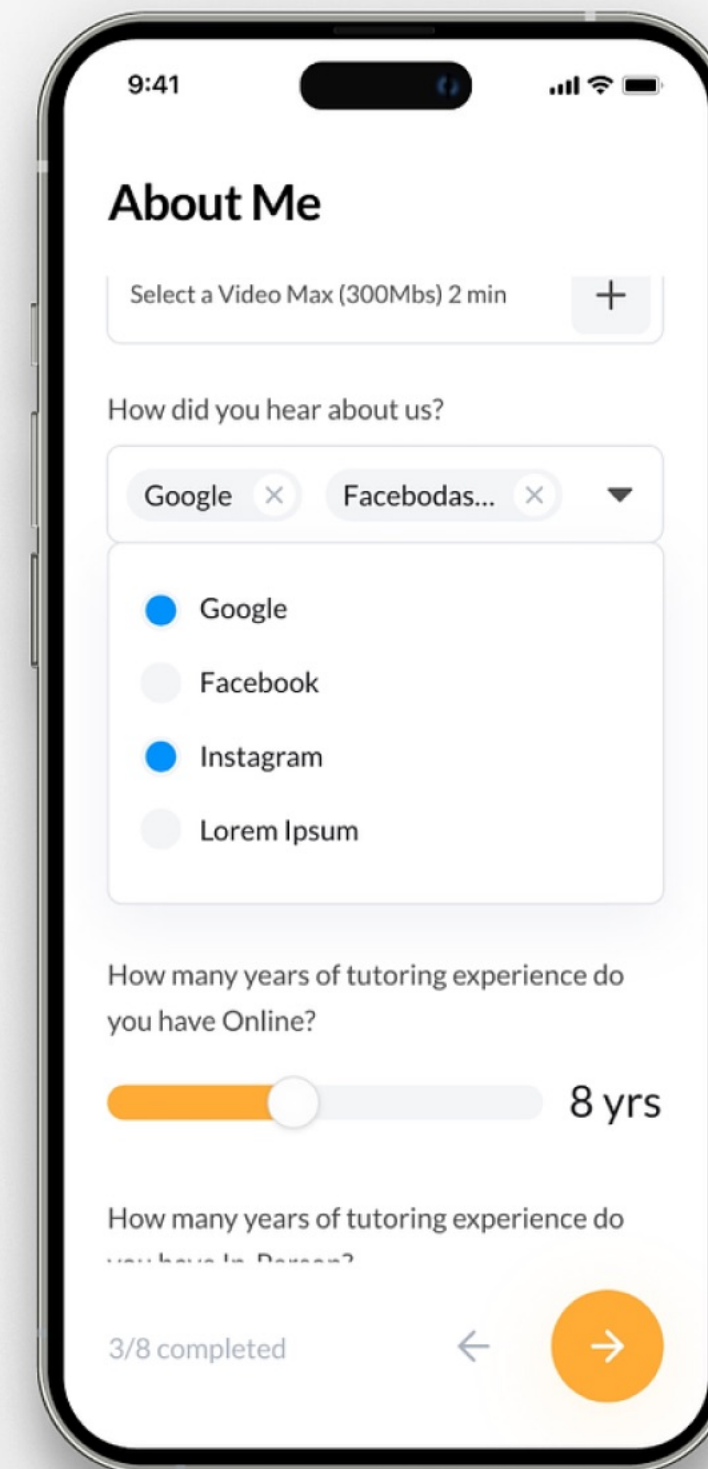
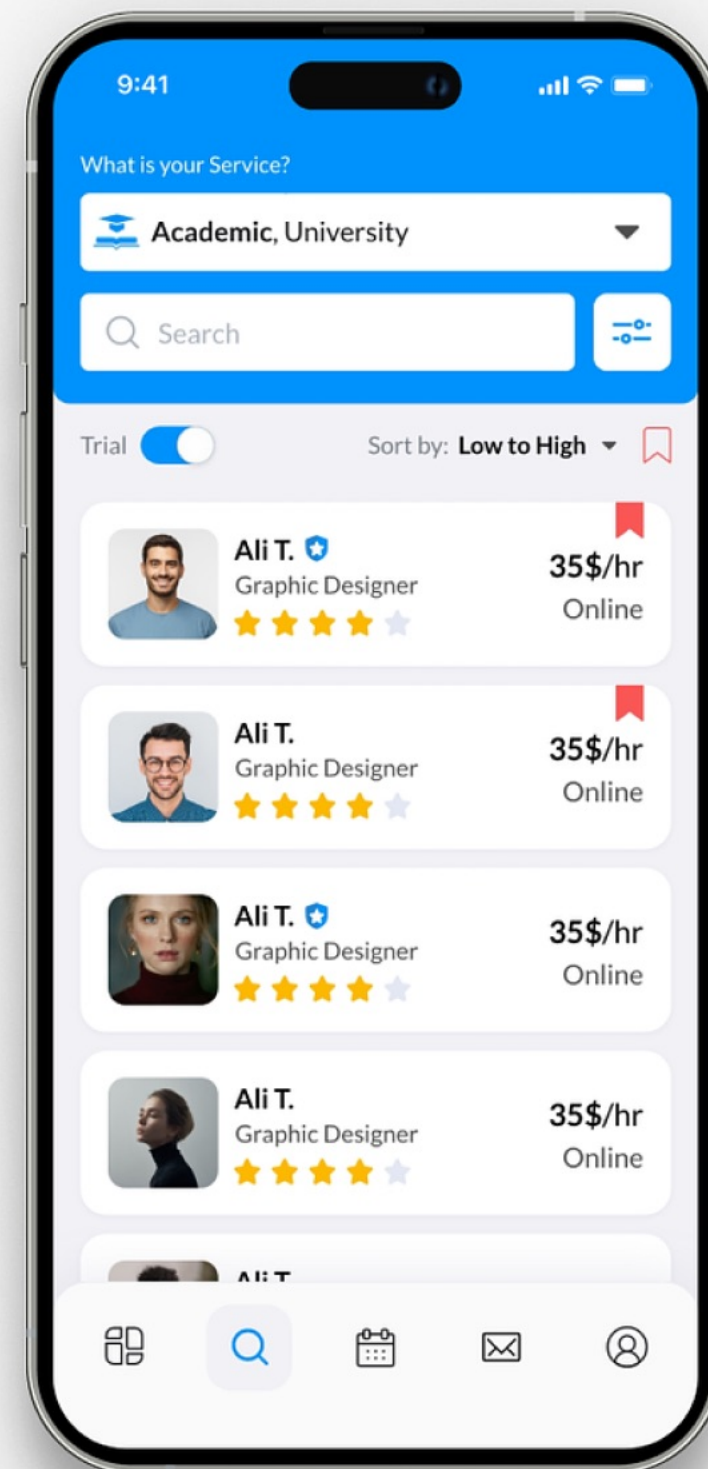
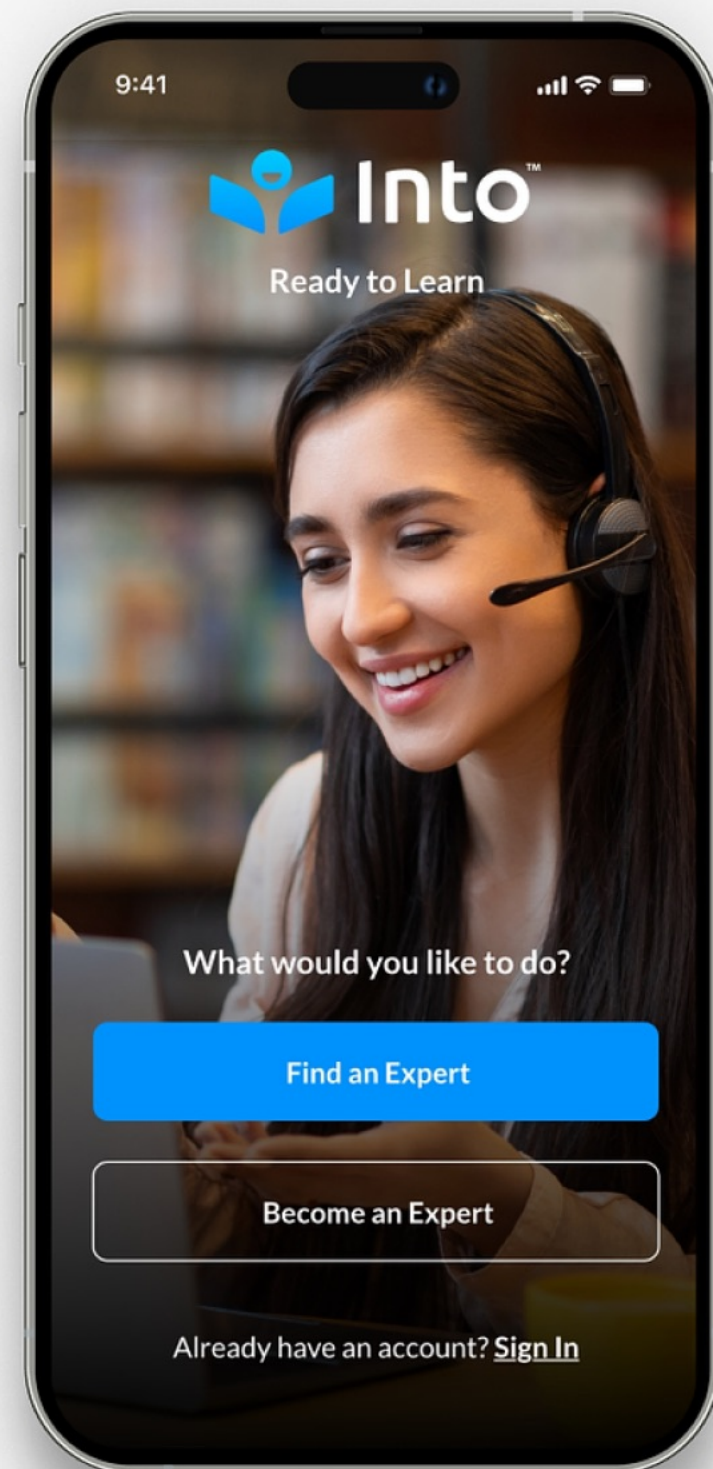
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