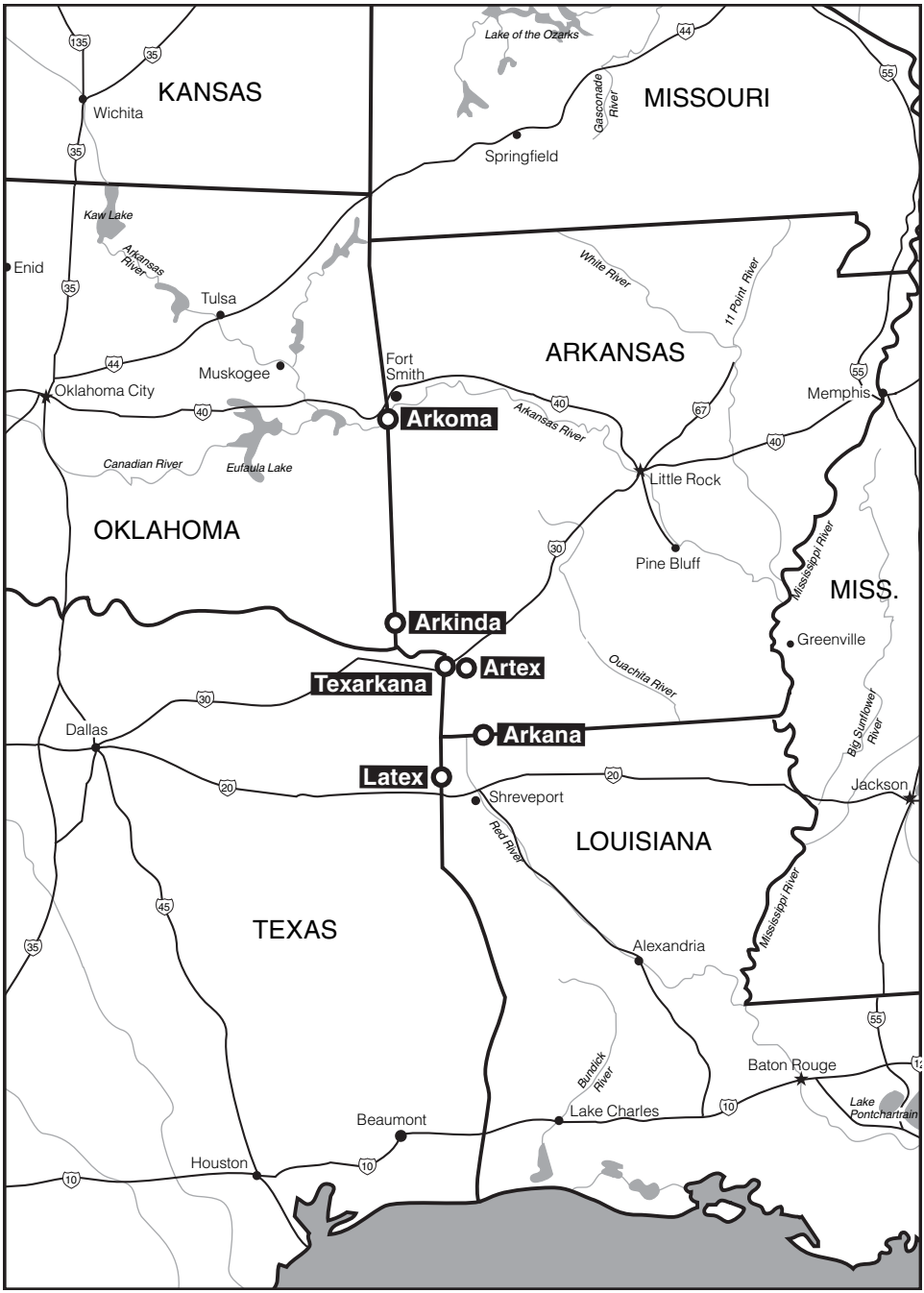

South by Southwest