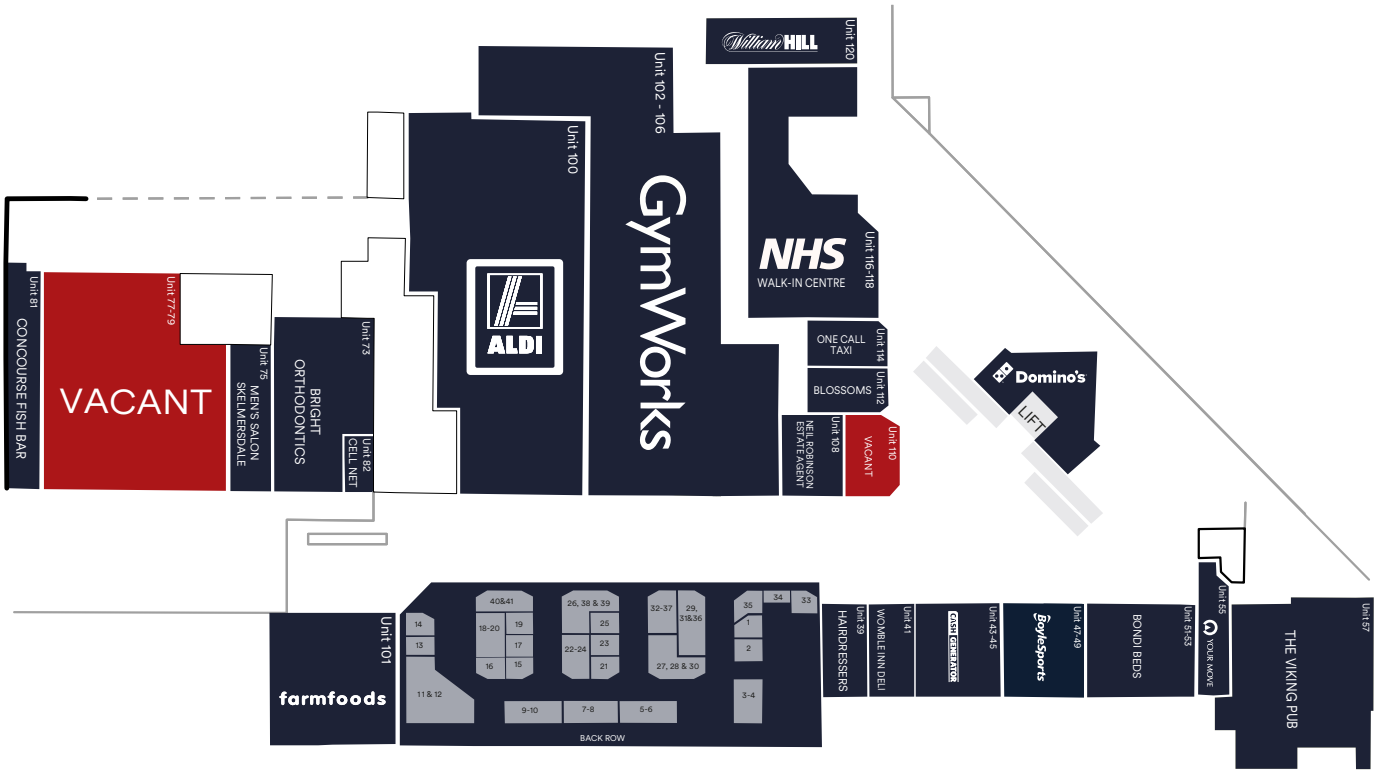Ground Floor