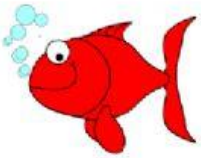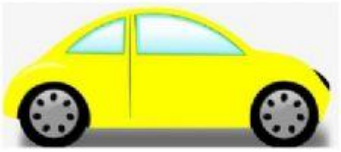Կարմիր