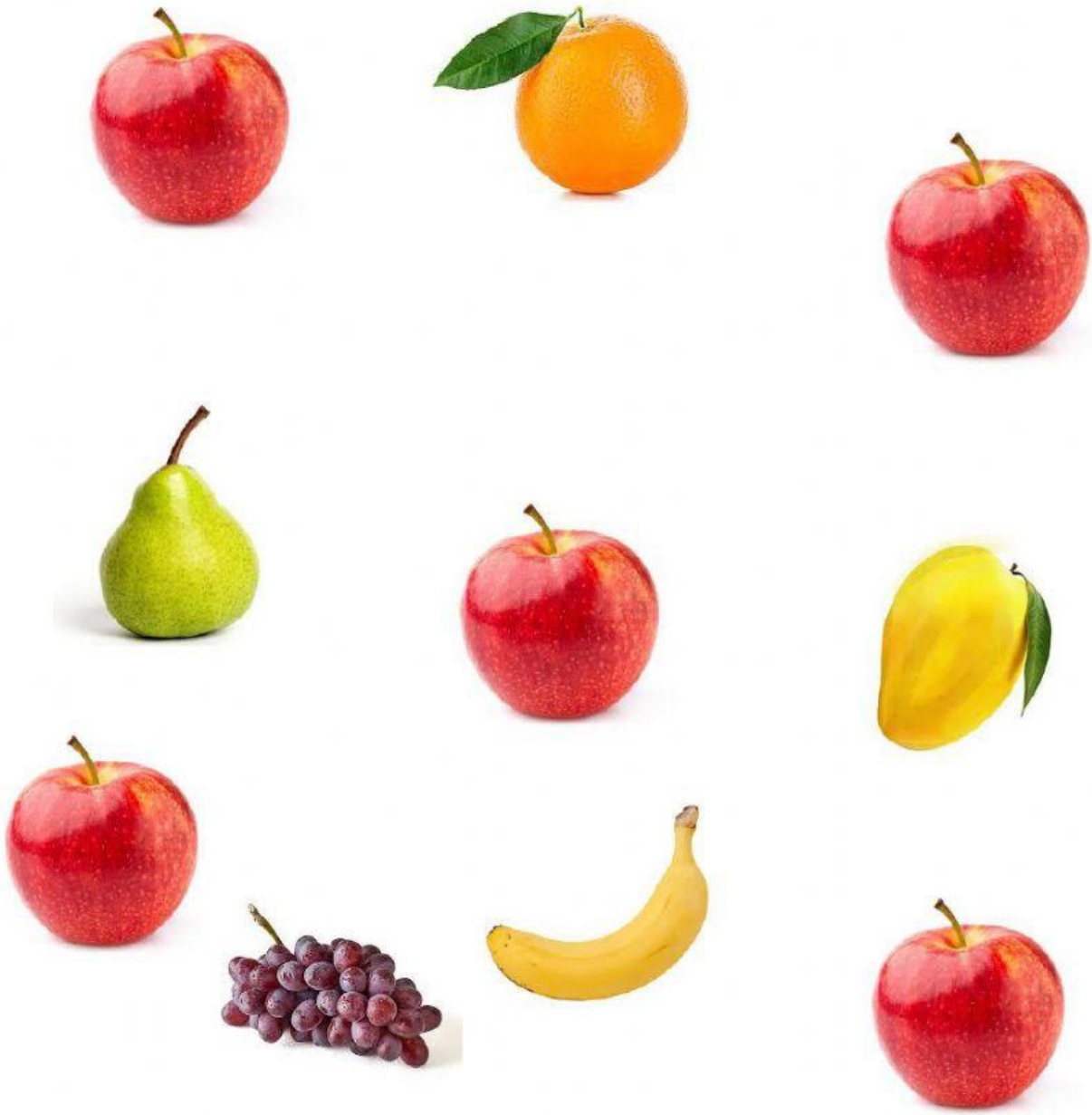Identify Apple