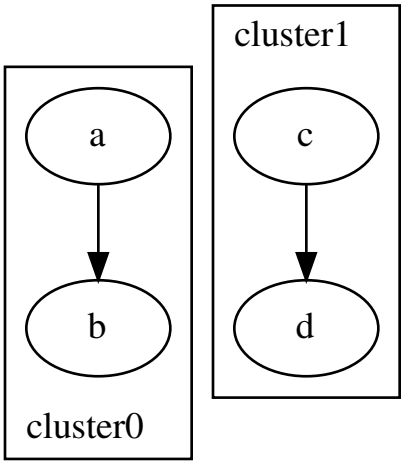label demo