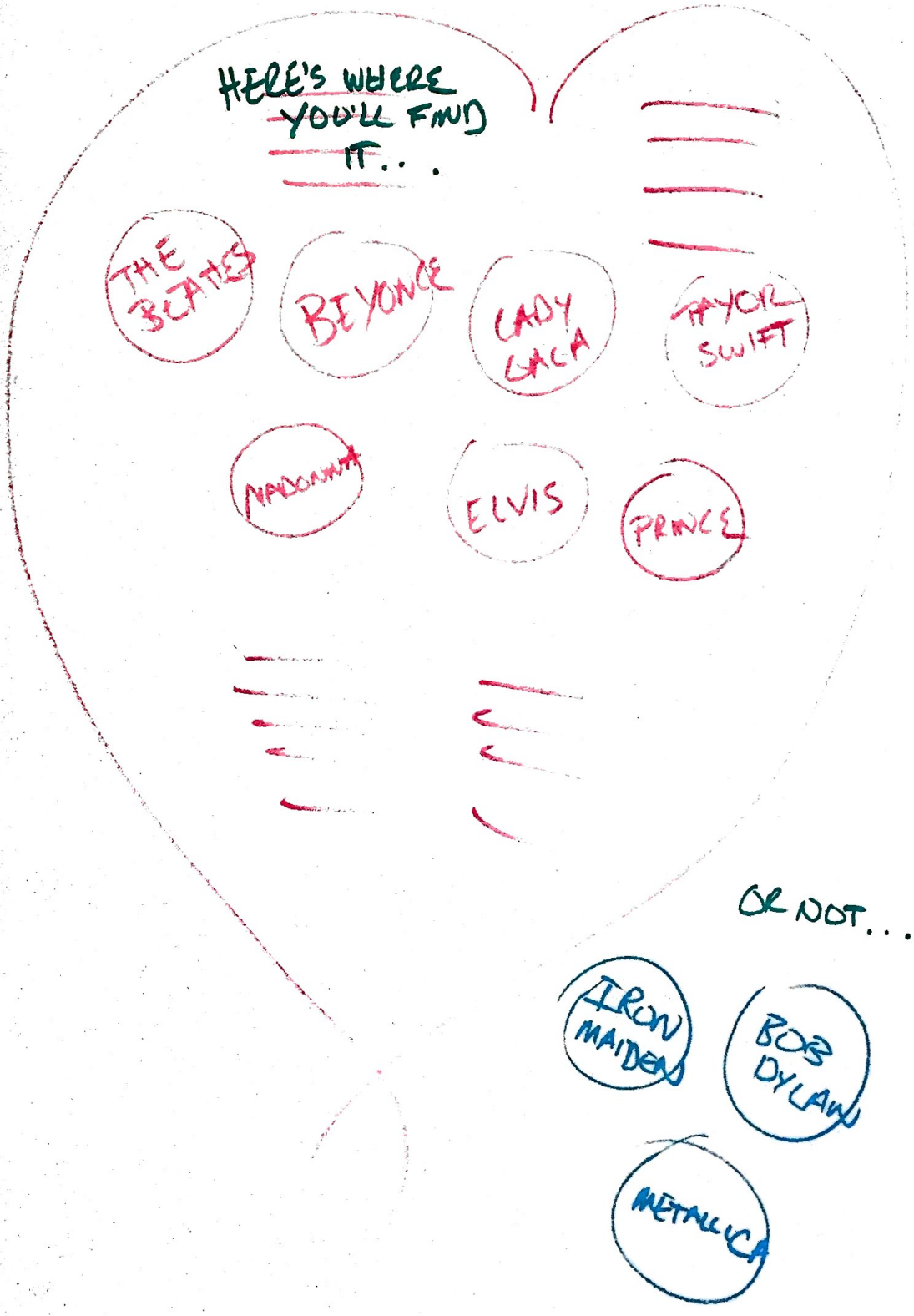LOOKING FOR LOUD?