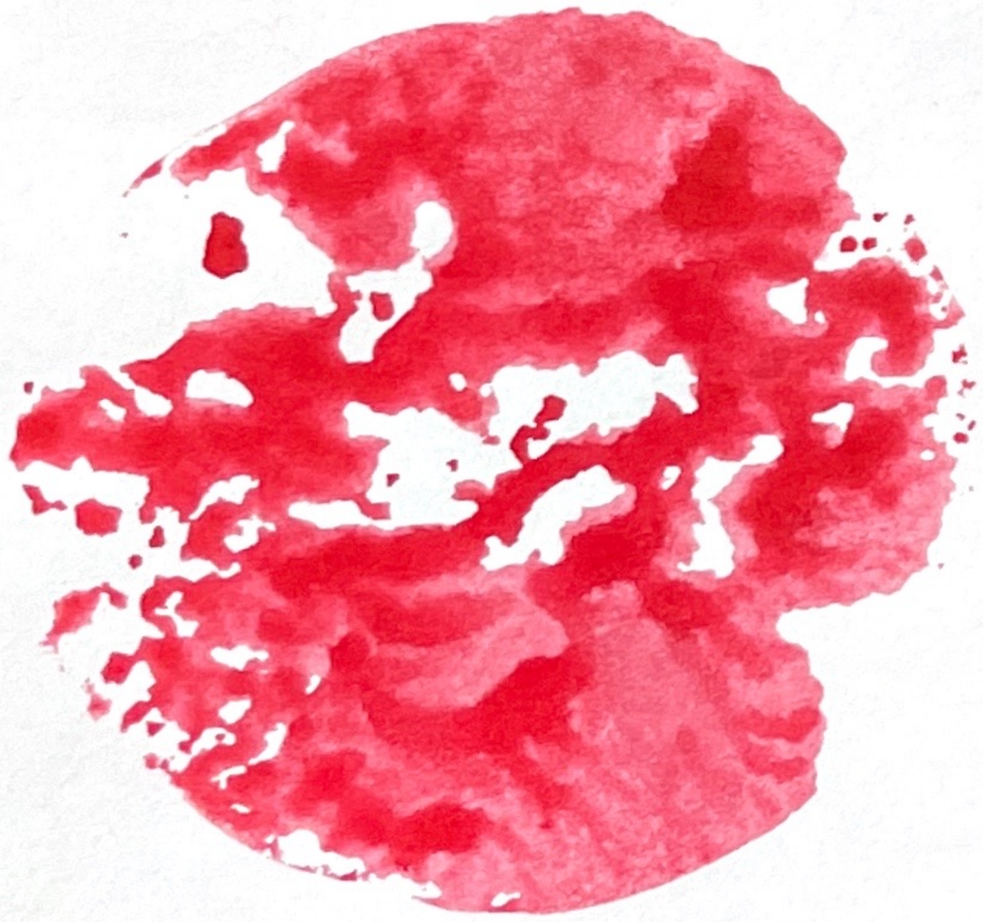Aa is For Apple ....