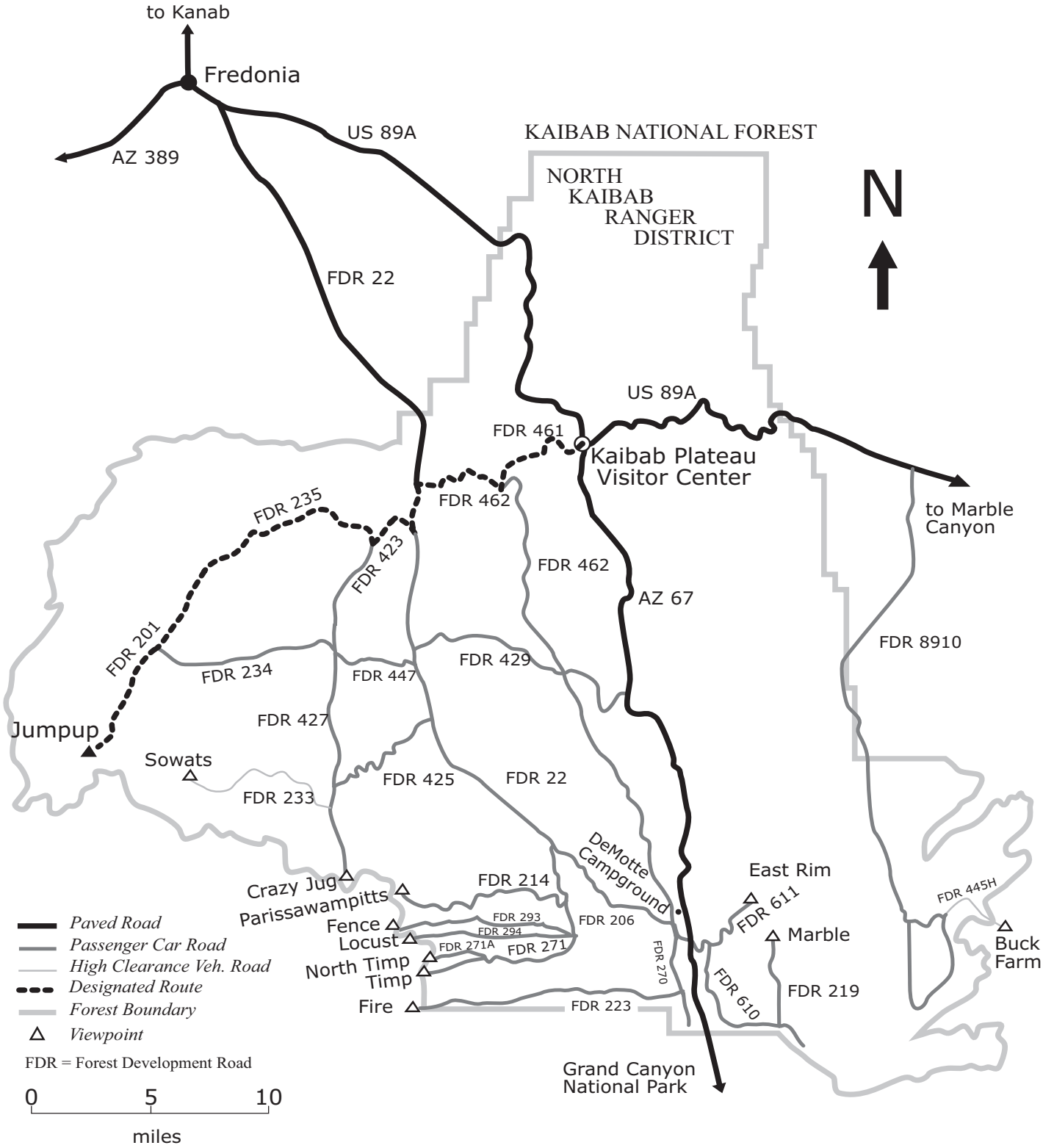JUMPUP VIEWPOINT