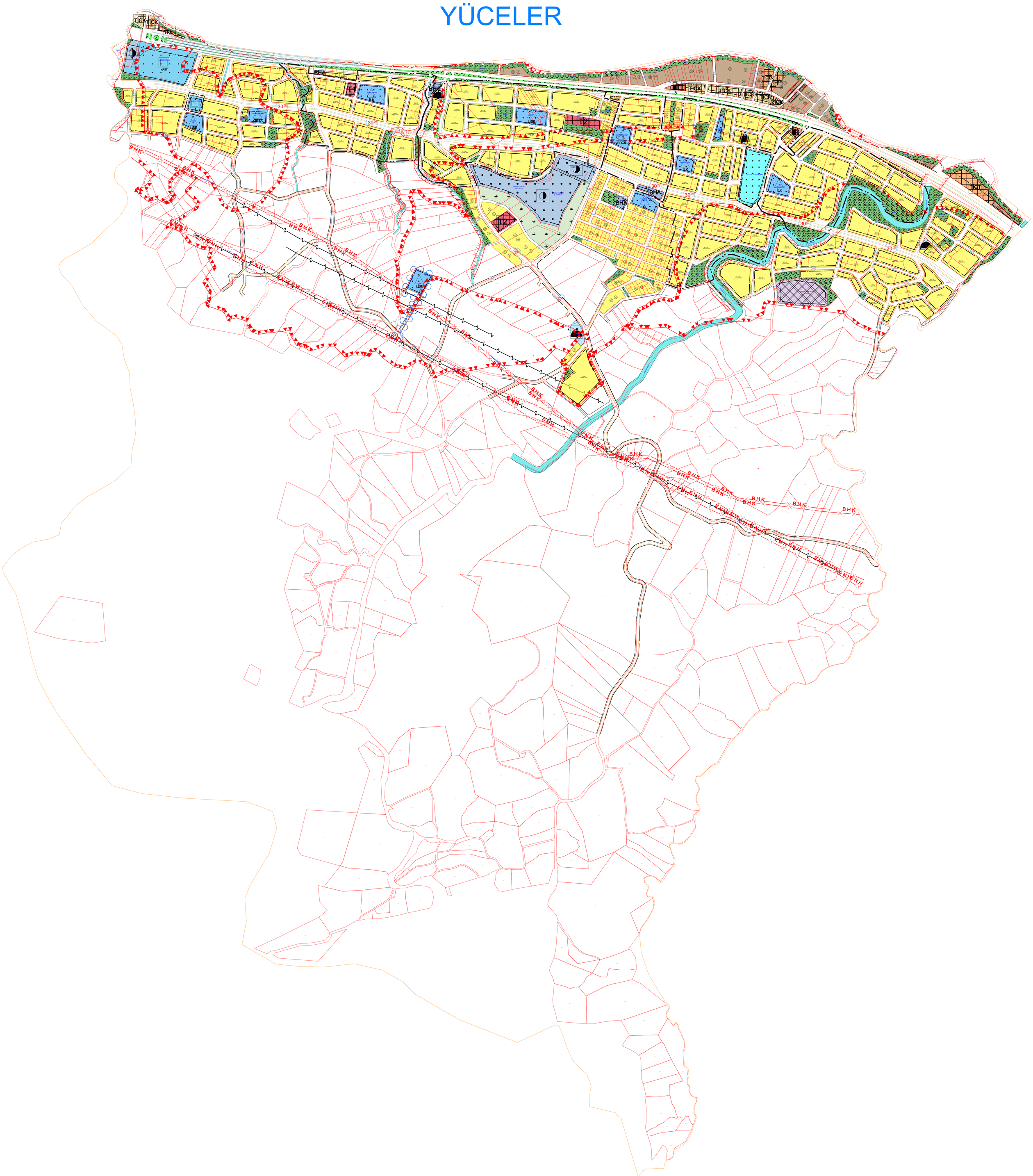YÜCELER