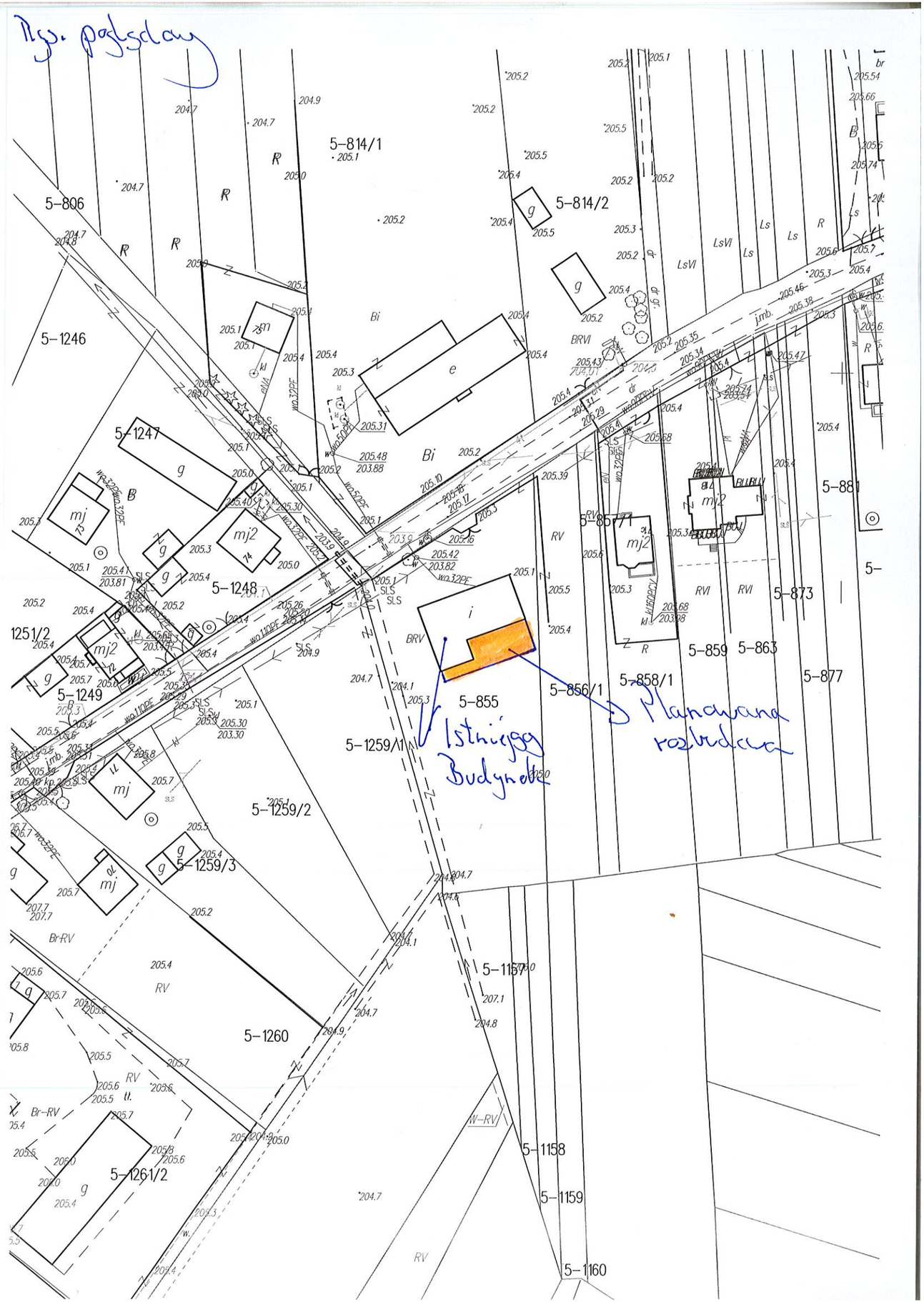Rys. poglądowy