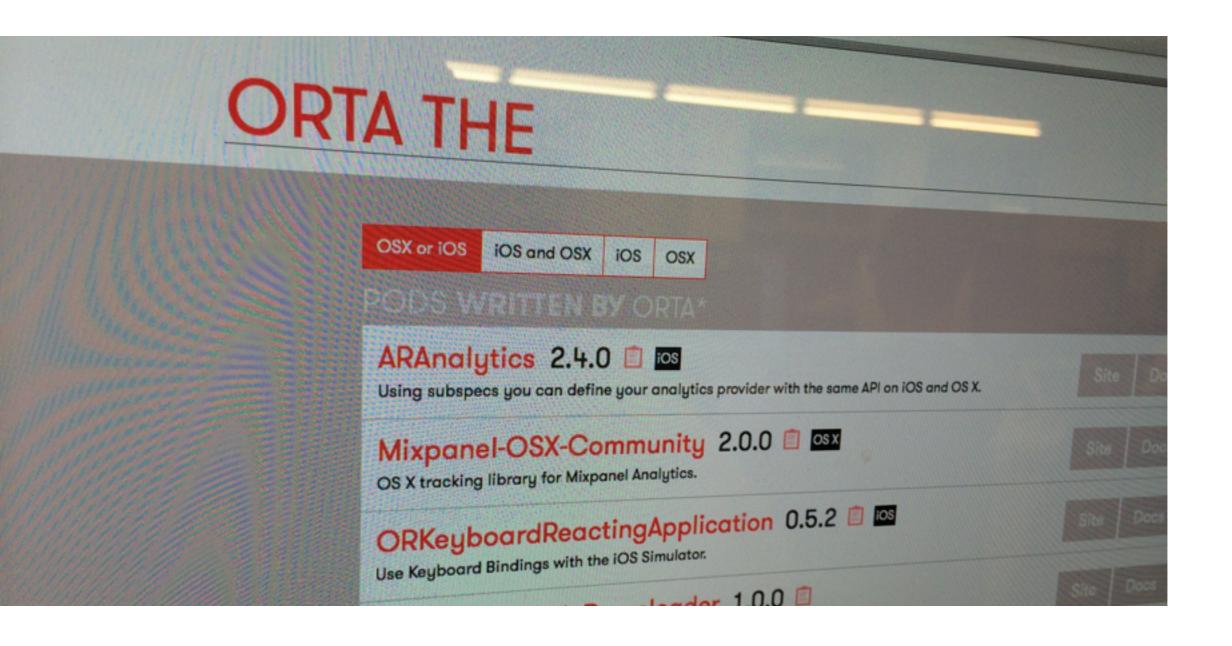
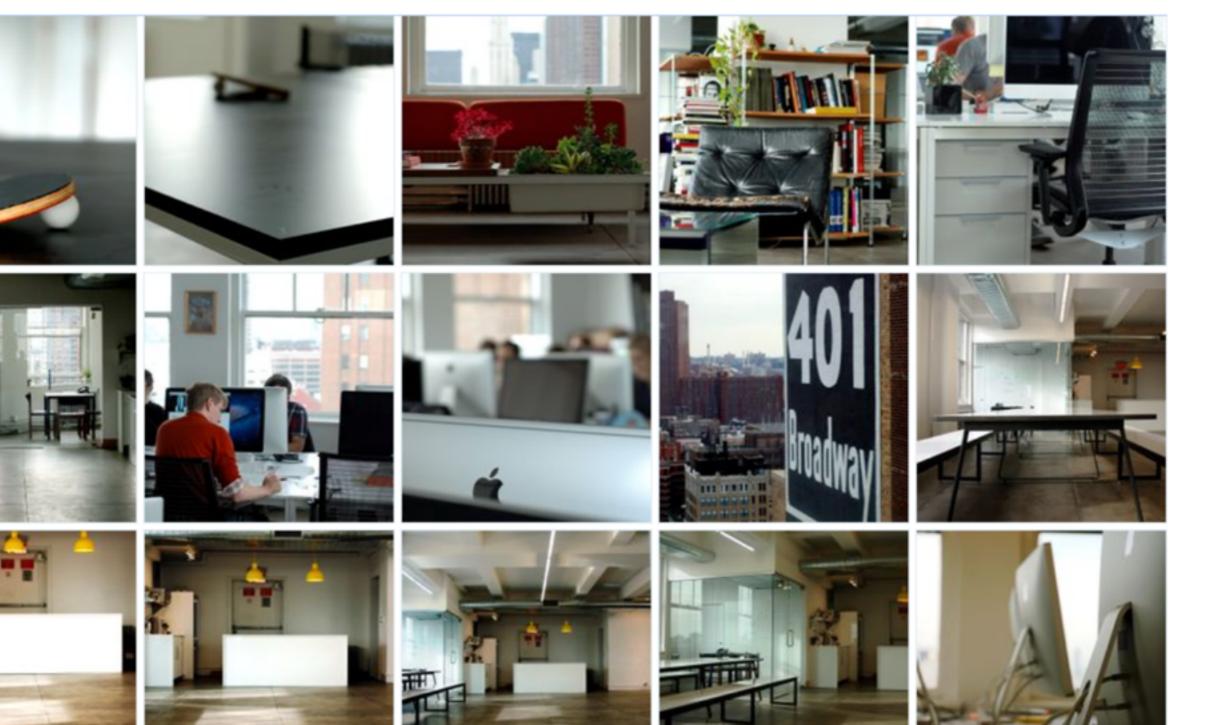


## The Objective-C Dependency Manager







A

"The start-up Art.sy aims to do for visual art what Pandora did for music: become a source of discovery, pleasure and education."

The New York Times

## What is Artsy?

- Seed: 1.25MM\$ November 2010
- Series A: 6MM\$ November 2011
- Series B: 18MM\$ April 2014
- 65 Team Members
- 15 Developers

## What is Artsy?

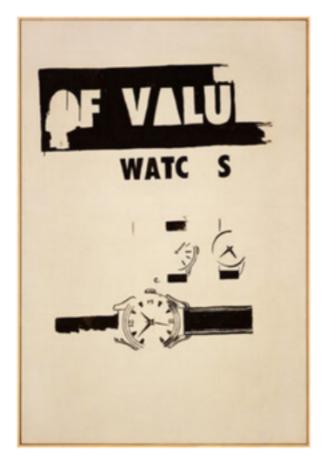
- 250,000+ registered users
- 150,000+ artworks
- 32,000+ artists
- 2,500+ partners

## What is Artsy for most Users?

#### **RELATED ARTWORKS**

Most Similar | American Sculpture 1830-1950 Kinetic Sculpture Open Form Sculpture Sculpture Line, Form and Color Color Similarity | # For Sale

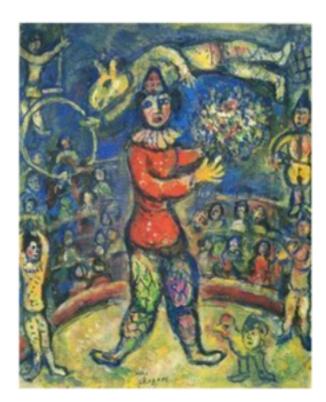




Andy Warhol



Robert Rauschenberg Aen Floga (Combine Painting), 1962 Gagosian Gallery



Marc Chagall

Le Clown au cirque, 1969

Galerie Thomas

## What is Artsy for galleries?

Christophe Guye Galerie Mar. 11th – May 23ed Zurich, Dufourstrasse 31

#### Exhibitions Current Future Past Newsroom Publications Gallery MILES ALDRIDGE: The Age of Pleasure

ПΥ

FOLLOW GALLERY

CONTACT GALLERY





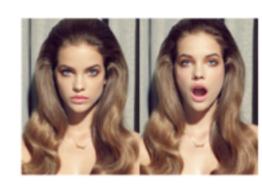






• • • • • • •

Milles Aldridge The Dead #11, 2012 Christophe Guye Galerie



Miles Aldridge Vessus Smiles, 2011 Christophe Guye Galerie

## What is Artsy for Fairs?

THE ARMORY SHOW

The Armory Show 2014 New York City Mar. 6th – 9th

 Exclusive Preview on Artsy
 Discover and collect over 2,000 works. Search exhibitors & artists

HOME / BROWSE / FOR YOU / POSTS / INFO



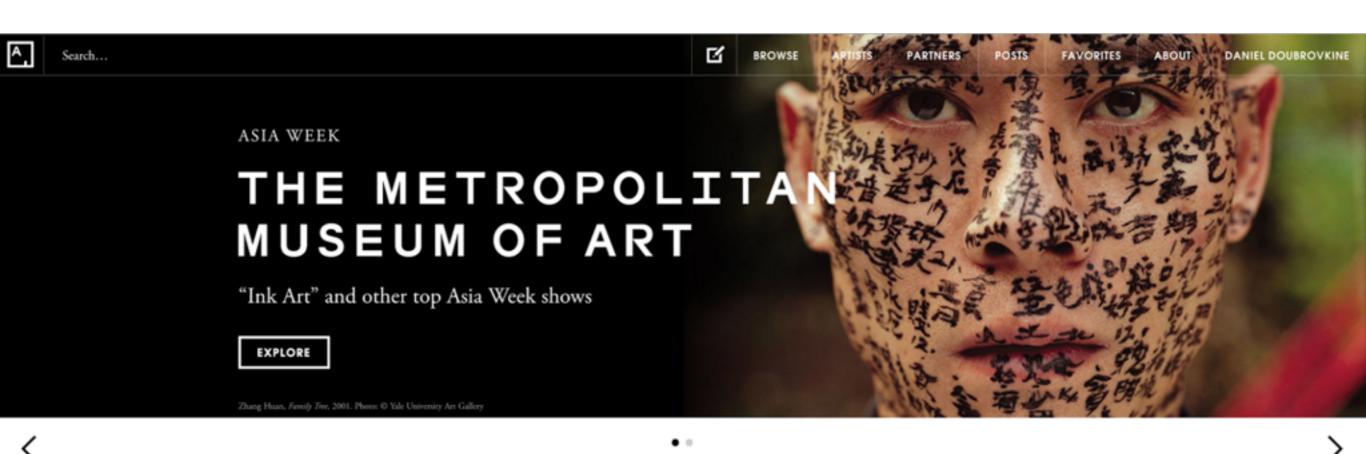


Sign up for Artsy to save works, follow artists and exhibitors.





## What is Artsy for Institutions?



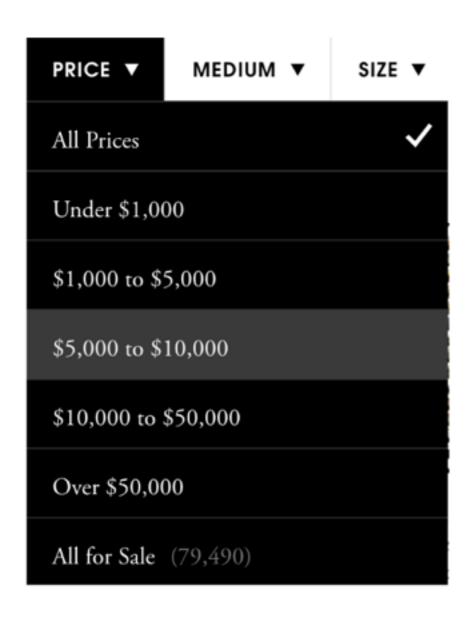




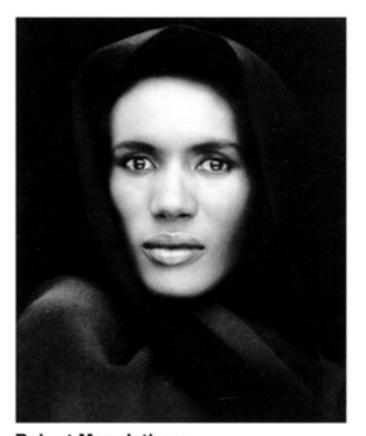




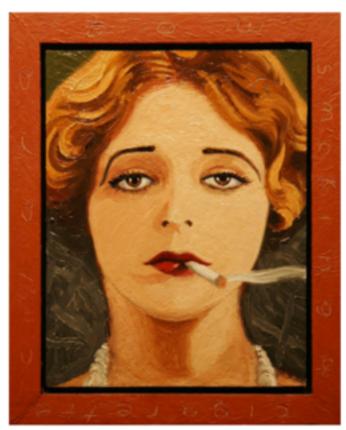
## What is Artsy for Collectors?



#### New suggestions for you

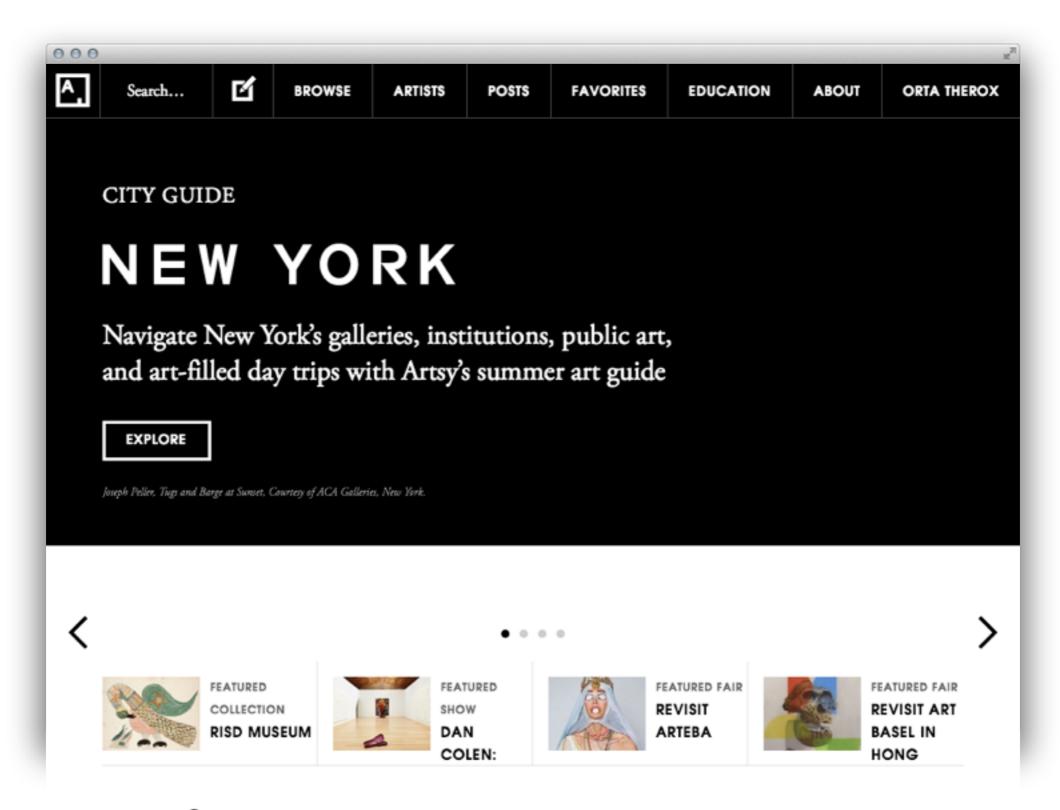


Robert Mapplethorpe Grace Jones , 1988 Stefan Röpke Contact For Price

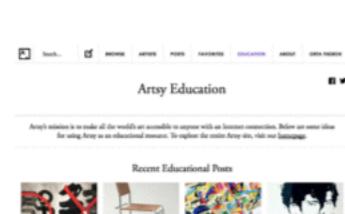


Jack Chevalier Clara Bow , 2013 Linda Hodges Gallery \$800

				•	<ul><li>Bright/Vivid</li></ul>
		• Blacl	x & White		
		•			
			Patte	rns • Hun	nan figure
				ly Detailed	
		•	• N	Monochromatic	
		•		<ul><li>Flatness</li></ul>	
•	•	•	Landso	cape	
		•	•	, <b>1</b>	
•	•				
•					



New for you on Artsy



## Educational Content & Features

Modern Chair



Recent "lok Art" Exhibition

Discover Related Arrises and Arrworks



Read About Today's Art. Artist Biographies World Events



What is The Art Genome Array's Pine Lesson Plan



Zoom and View in Room. A User-Priendly Are



Learn about the Engineering Sehind Arres





#### In the Classroom and Beyond

Create lesson plans and activities with Army and expand the learning opportunity to involve visiting a museum or gallery.



Download Images

See Euroic Works of Are





Explore a Survey of Loans About the Art Modern & Concemporary Market







Use Array to Teach Studio Art

Explore Categories



Study on Artis's Practice











BROWSE ALL CATEGORIES

#### Browse by Popular Categories

Color Skills Enouging Art Eguneire Noting Graphic Realism Burnit Plumpaphy Consequency Prop

MODERN / HISTORICAL Dechara Poet Wire American Art Peer-War European Art Greek and Roman Art a... Arts of Africa, Chessia... Minimalism

#### DIRECT 20th Century Design Josely Lighting Chiscs of Vors Seeing Some

#### Browse Partners

See by: Recenty Added

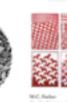
FEATURED. SEMOMA The British Manuse Gagorian Gallery White Cale Anguerella Galleries See All

#### Browse Works







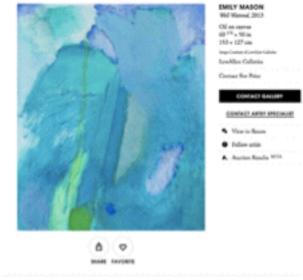












Studi... Of MONN ARTER FORS REVORTED EDUCATOR ABOUT ONLY THERDE.









produce of an autom composition with expainin schulcking in min, balance, and from The daughter of Alice Trumball Mann, Servell's pionsering absroccionies, the cubinessed on only insurer in are and the Medernies movement than defined but youth and early allublood. While Moure is eneged to and part of the history of American abstraction, site beings a singular vision to her work. The sempositions, as do the plane of the survas and the physicalty and solar of the paint. Mason approaches each of her paintings on its own neces, comparing her process to a game of classe. "One more mere, blic-domes mortal assessmentas-violis, cells, Poli it us. male a move—wait—let time go in browner. Then I know what to

#### 90 TO SMILT MAKEN

















POLICE GALLERY





COMPACT GALLERY

POSTS ABOUT THIS ARTWORK

Do you have an immeesing

attwoold Tidl or about it.

The best poets will be featured by our editorial

M ASS FOR





Thinking time



# REQUIRED READING FOR PRODUCT DESIGNERS

A list by Robert Lenne

Updated: March 30, 2014 Get Updates

#### **Design at Large**

- Wilson Miner When We Build VIDEO
- David Cole Applied Discovery
- Learning to see

#### Interaction & UI Design

 Magic Ink: Information Software and the Graphical Interface

#### Distribution

- What's your viral loop?
   Understanding the engine of adoption
- How to Model Viral Growth: The Hybrid Model

#### **Engagement & Retention**

- Web and Mobile Products: Understanding

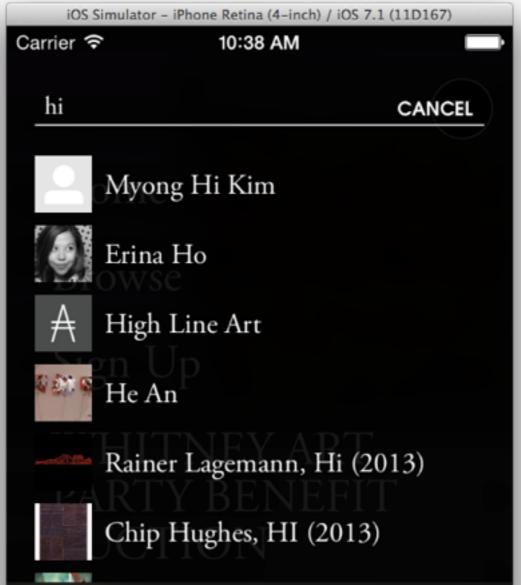
#### Behind the scenes

- How Larry Page
   Engineered Beautiful
   Revolution
- What is the design process at Path?
- You Can't Innovate Like Apple
- Facebook Home Go Big by Going Home
- The Magical Tech Behind Paper For iPad's Color-

## 4 types of mobile experience

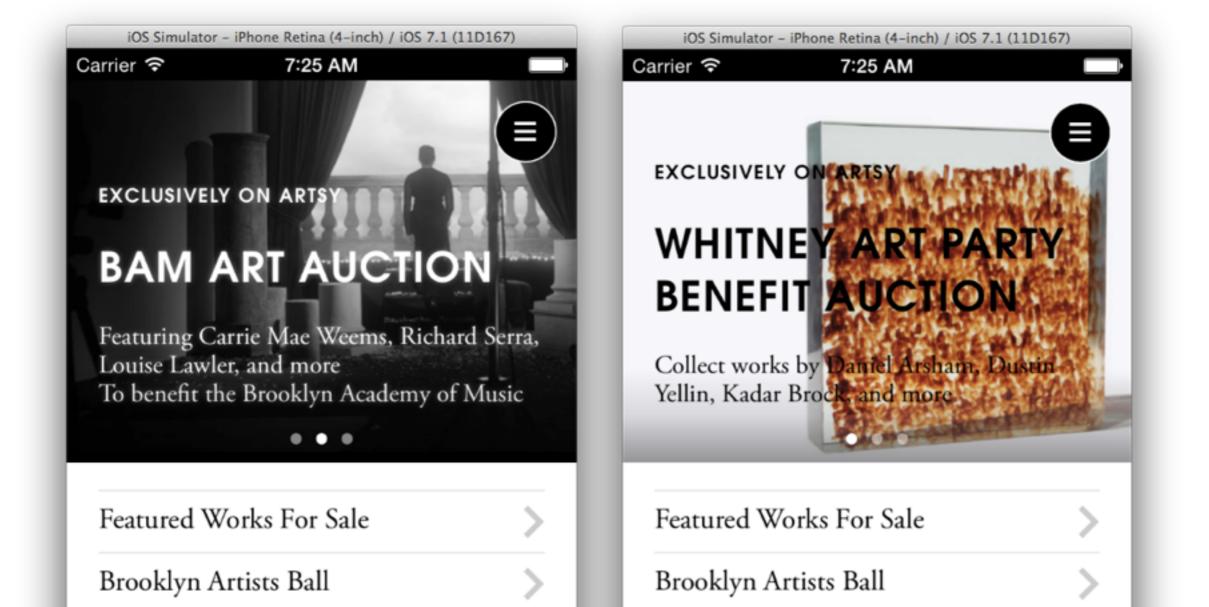
I know what I'm looking for





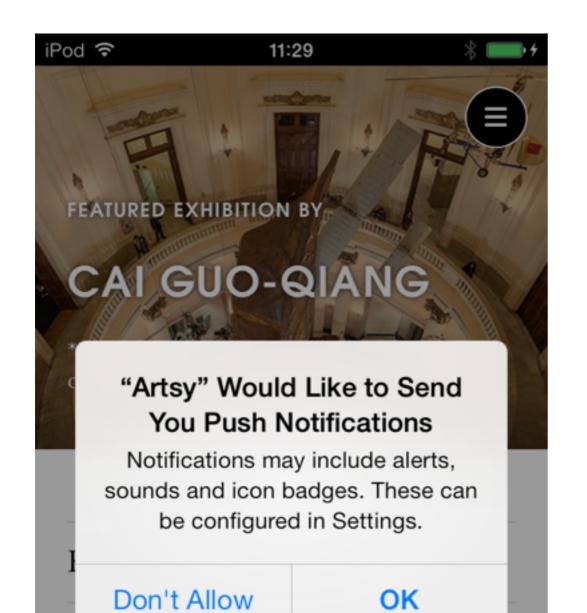
## 4 types of mobile experience

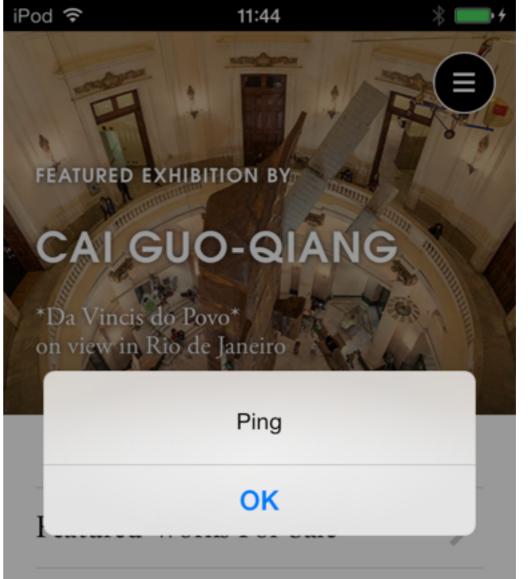
• I've got free time, entertain me



## 4 types of mobile experience

I want to get alerts about things happening





ARTSY

## Process

Team of 2
Regular Daily Betas
External QA Team
Manual Testing

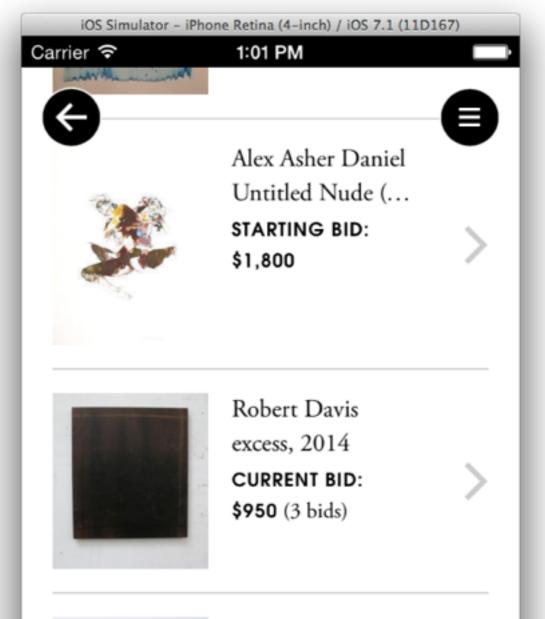


# Things we learned

## Hybrid Application

Don't try to be everything

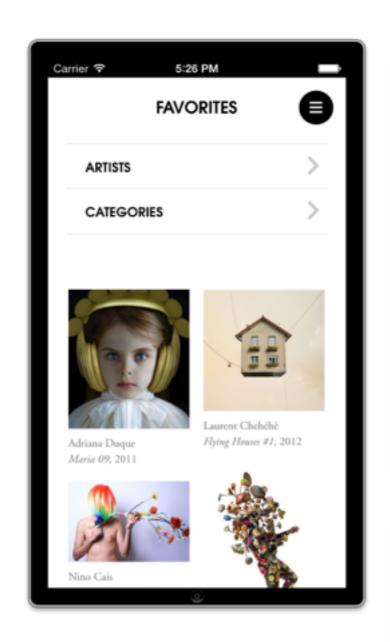


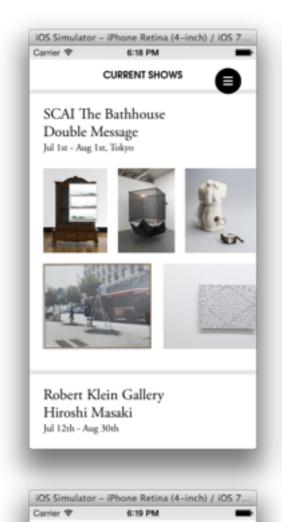


## View Controllers

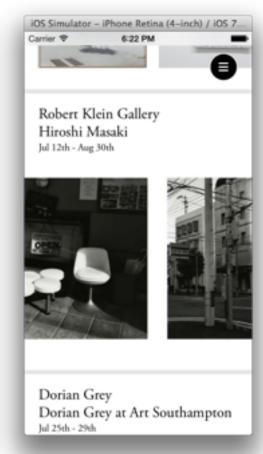
One controller to show artwork collections

Different Layouts Different Cells

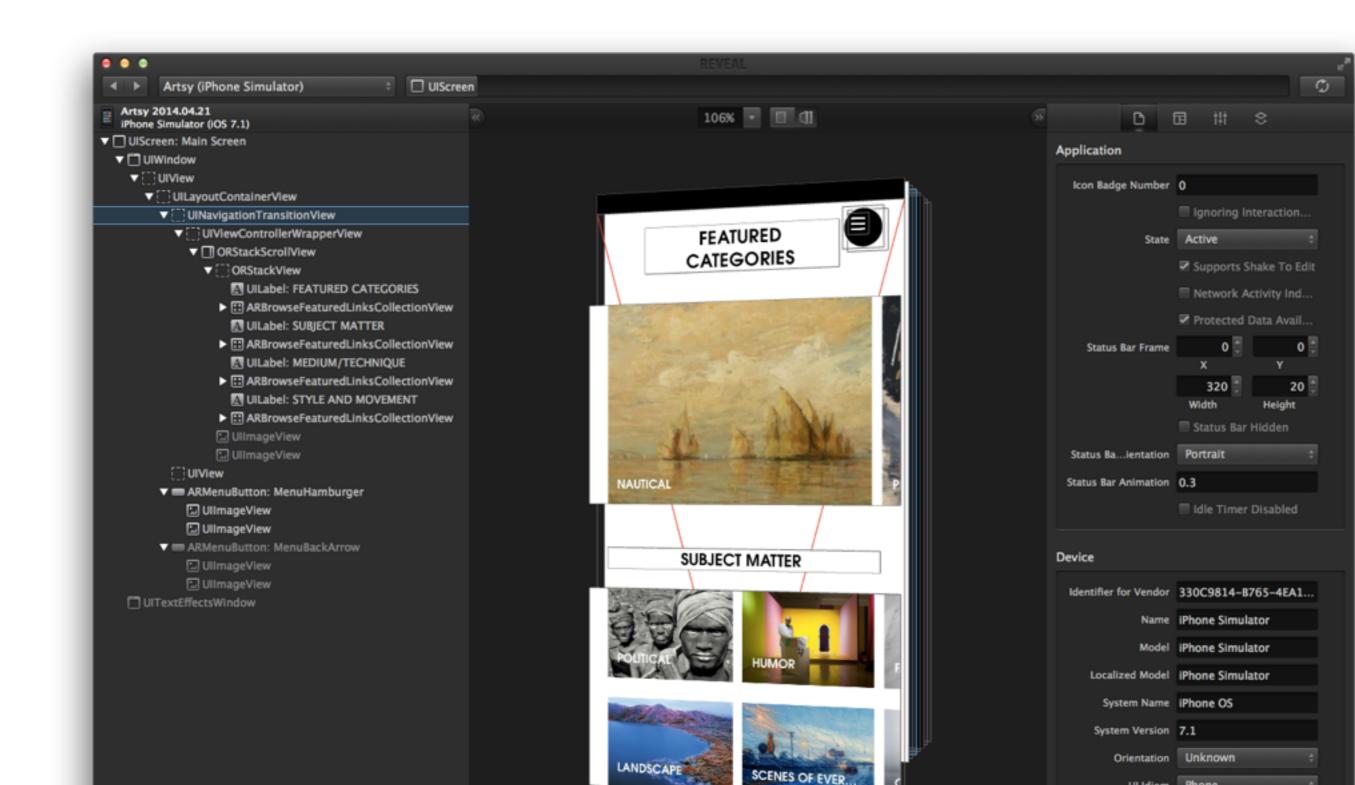




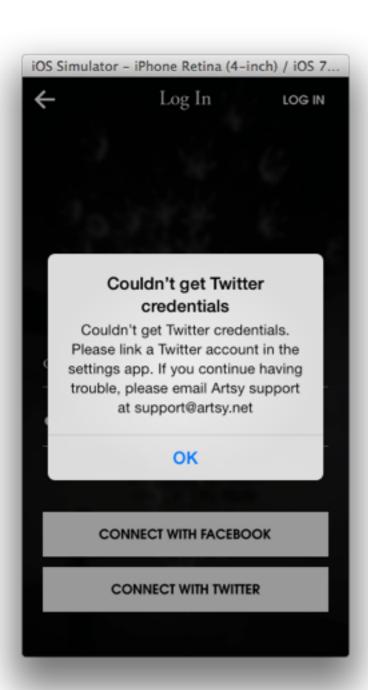
ARPUBLISHED ARTWORKS....







## Social Media Login First





### CocoaPods

```
000
                                                📇 Artsy — 🖹 Podfi 🖯 🔘 🖯
                                                                                                                 Artsy — Podfile
         A iPhone Ret...
                              Running Artsy on iPhone Retina (4-inch)
                                                                          (A) iPhone Ret...
                                                                                               Running Artsy on iPhone Retina (4-inch)
IIII | ◀ ▶ | M Pods > M Podfile > No Selection
                                                                 IIII | ◀ ▶ | M Pods > M Podfile > No Selection
    platform :ios, '7.0'
                                                                    # Our OSS
                                                                     pod 'ORKeyboardReactingApplication', :head

    # Yep.

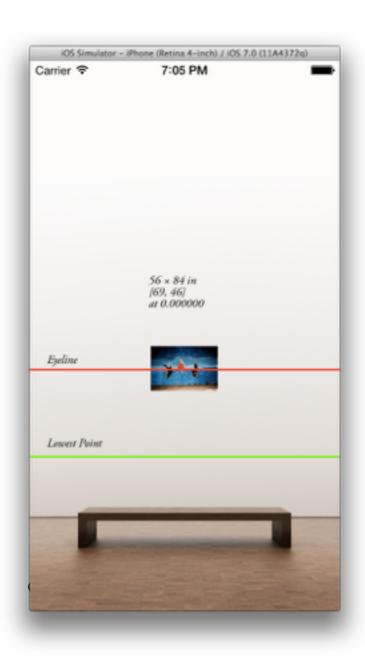
                                                                     pod 'ORStackView', :head
    inhibit_all_warnings!
                                                                     pod 'ARTiledImageView', :head
                                                                     pod 'ARASCIISwizzle', :head
 # Allows per-dev overrides
                                                                     pod 'ARCollectionViewMasonryLayout', :head
 local_podfile = "Podfile.local"
    eval(File.open(local_podfile).read) if File.exist? local_
                                                                    # Martsy
                                                                     pod 'TSMiniWebBrowser', :git => 'https://github.com/speednoisemoveme
 10 # Core
   pod 'Mantle', '~> 1.0'
 pod 'AFNetworking', '~> 1.0'
                                                                     # Table View simplification
   pod 'AFHTTPRequestOperationLogger'
                                                                     pod 'FODFormKit', :git => 'https://github.com/laurabrown/FODFormKit.
   pod 'SDWebImage', '~> 3.4'
                                                                    # note: this is not an Artsy project
   pod 'JLRoutes', '~> 1.5'
                                                                     pod 'ARGenericTableViewController', :git => 'https://github.com/orta
   pod 'ISO8601DateFormatter', '~> 0.6'
    pod 'KSDeferred', '~> 0.1.0'
   pod 'JSDecoupledAppDelegate', :head
                                                                  # Should probably be removed
   pod 'CocoaLumberjack', '~> 1.6'
                                                                  62 pod 'AHEasing'
   pod 'FXBlurView', '~> 1.1'
pod 'MMMarkdown', '~> 0.3'
                                                                     pod 'UIView+EasingFunctions'
 pod 'UIAlertView+Blocks', '0.7'
   pod 'iRate', '~> 1.7.5'
                                                                    # Analytics
    pod 'MultiDelegate', '0.0.1'
                                                                     pod 'HockeySDK', '3.5.0'
   pod 'ReactiveCocoa', '2.3'
                                                                    pod 'Mixpanel', '2.3.1'
    pod 'EDColor', '0.2.1'
                                                                    pod 'ARAnalytics/Mixpanel', '~> 2.5'
                                                                     pod 'ARAnalytics/HockeyApp', '~> 2.5'
   # Validating Text Fields
                                                                     pod 'UICKeyChainStore', '~> 1.0.3'
    pod 'ALPValidator', '0.0.3'
                                                                    # Fairs
   pod 'Facebook-iOS-SDK', '~> 3.7.1'
                                                                     pod 'NAMapKit', :head
    pod 'AFOAuth1Client'
                                                                    # Things to remove in production
 # Language niceities
                                                                     pod 'Reveal-iOS-SDK'
    pod 'ObjectiveSugar'
                                                                     pod 'VCRURLConnection', '~> 0.1.1'
                                                                     pod 'DHCShakeNotifier', '~> 0.1'
 39 # libextobjc
   | pod 'libextobjc/EXTKeyPathCoding', '~> 0.3'
                                                                    # Easter Eggs
   pod 'libextobjc/EXTScope', '~> 0.3'
                                                                     pod 'DRKonamiCode', '~> 1.1.0'
```

## In App Routing

```
000
                                               000
                                                                                           Artsy — M ARSwitchBoard.m
                              Running Artsy on iPhone
                                                                             Running Artsy on iPhone Retina (4-inch)
                                                                                                                               <u>A</u>1 95
           iPhone Ret...
                                                           iPhone Ret...
          🚵 Artsy 🕽 🧰 Artsy 🤇 🧰 App 🕽 📠 ARSwitchBoard.m 🕽 🏭 🗸 🕒
                                                         Artsy > i Artsy > i Artsy > i App > i ARSwitchBoard.m > i -init
    #pragma mark -
                                                   - (id)init
   #pragma mark Genes
                                                       self = [super init];
    - (ARGeneViewController *)loadGene:(Gene
                                                       if (self == nil) return nil;
        ARGeneViewController *viewController
                                                       _artsyHosts = [NSSet setWithObjects:@"art.sy", @"artsyapi.com", @"artsy.net
        return viewController;
                                                           @"staging.artsy.net", @"m.staging.artsy.net", nil];
215
                                                       _routes = [[JLRoutes alloc] init];
                                                       @weakify(self);
      (ARGeneViewController *)loadGeneWithID
                                                       [self.routes addRoute:@"/artist/:id" handler:^BOOL(NSDictionary *parameters
                                                           @strongify(self)
        ARGeneViewController *viewController
                                                           ARArtistViewController *viewController = [self loadArtistWithID:paramet
        return viewController;
                                                           [[ARTopMenuViewController sharedController] pushViewController:viewCont
                                                           return YES;
                                                       }1:
   #pragma mark -
    #pragma mark Artists
                                                       [self.routes addRoute:@"/artwork/:id" handler:^BOOL(NSDictionary *parameter
                                                           @strongify(self)
    - (UIViewController<ARFairAwareObject> *
                                                           ARArtworkSetViewController *viewController = [self loadArtworkWithID:pa
                                                            [[ARTopMenuViewController sharedController] pushViewController:viewCont
        if(fair){
                                                           return YES;
            ARFairArtistViewController *view(
                                                       }1:
                artist fair:fair];
            return viewController;
                                                       [self.routes addRoute:@"/gene/:id" handler:^BOOL(NSDictionary *parameters)
        } else {
                                                           @strongify(self)
            ARArtistViewController *viewCont
                                                           ARGeneViewController *viewController = [self loadGeneWithID:parameters[
            return viewController;
                                                           [[ARTopMenuViewController sharedController] pushViewController:viewCont
                                                           return YES;
                                                       }1;
      (ARFairMapViewController *)loadMapInFai
                                                       [self.routes addRoute:@"/show/:id" handler:^BOOL(NSDictionary *parameters)
                                                           @strongify(self)
        ARFairMapViewController *viewControll
                                                           ARFairShowViewController *viewController = [self loadShowWithID:paramet
        return viewController;
                                                            [[ARTopMenuViewController sharedController] pushViewController:viewCont
                                                           return YES;
                                                       }1;
     (ARArtistViewController *)loadArtistWit
                                                       [self.routes addRoute:@"/:profile_id/for-you" handler:^BOOL(NSDictionary *p
        ARArtistViewController *viewControll
```



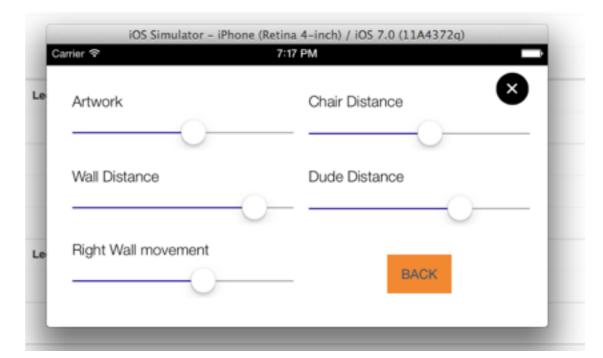
## Dev Mode View Controllers





## Dev Mode View Controllers

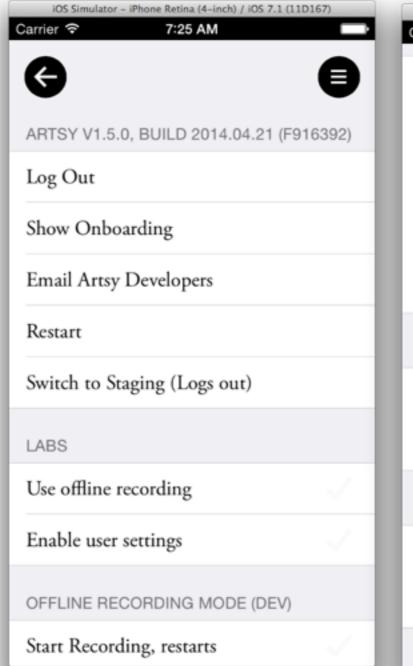






## Debug Menu

Easy access to build settings
Lab settings for development
tests
Offline mode







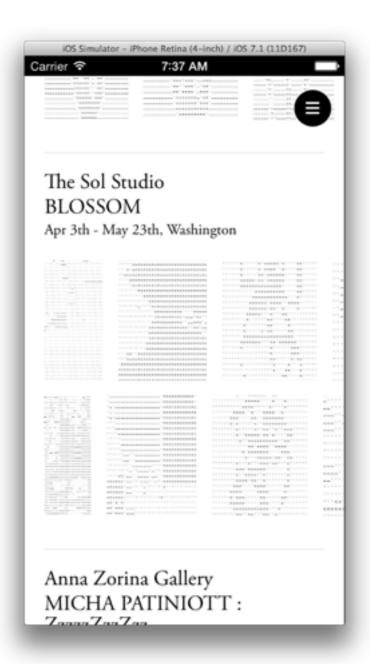
## Debug Menu

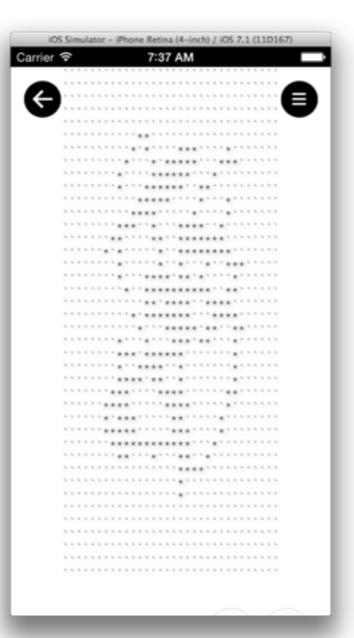
Easy access to build settings
Lab settings for development
tests
Offline mode

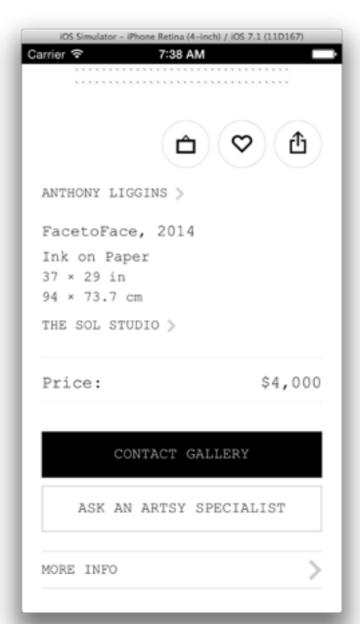
```
000
                                             Artsy — M AROptions.m
              ) iPhone Ret...
                              Build Artsy: Succeeded | Today at 09:46
            Artsy > artsy > Artsy > Artsy > AROptions.m > No Selection
        AROptions.m
        Artsy
       Created by Orta Therox on 03/06/2013.
       Copyright (c) 2013 Artsy. All rights reserved.
   #import "AROptions.h"
   NSString *const AROptionsLoadingScreenAlpha = @"Loading screens are transparent";
NSString *const AROptionsUseVCR = @"Use offline recording";
NSString *const AROptionsSettingsMenu = @"Enable user settings";
   @implementation AROptions
    + (NSArray *)labsOptions
        return @[
            AROptionsUseVCR, AROptionsSettingsMenu
      (BOOL)boolForOption:(NSString *)option
       return [[NSUserDefaults standardUserDefaults] boolForKey:option];
    + (void)setBool:(BOOL)value forOption:(NSString *)option
        [[NSUserDefaults standardUserDefaults] setBool:value forKey:option];
        [[NSUserDefaults standardUserDefaults] synchronize];
```

ARTSY

## Post Release









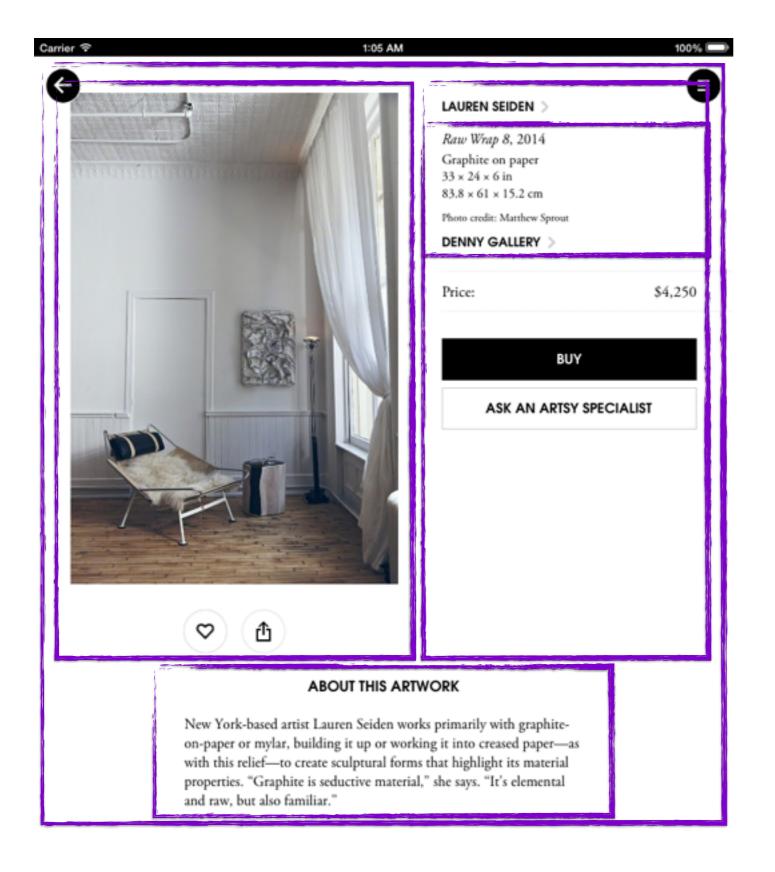
### **ORStackView**

```
Mark ORStackViewExample — ORFirstViewController.m
000
                                                                                                                                                                                                                                                                                                     A1
                            iPhone Retina (4-inch 64-bit) iOS 7.1
                                                                                                            Build ARAutoLayoutStackExample: Succeeded | 05/02/2014 at 00:32
        ORStackViewExample ) ConstackViewExample ) ConstackViewExample | Controllers | Control
 13 // Simplest use case: Adding views in order
 0 @interface ORFirstViewController ()
         @property (nonatomic, strong) ORStackView *view;
         @end
         @implementation ORFirstViewController
          (void)loadView
                   self.view = [[ORStackView alloc] init];
              (void)viewDidLoad
                   ORColourView *title = [[ORColourView alloc] init];
                   title.text = @"Title - Tap Me";
                   title.fakeContentSize = (CGSize){ UIViewNoIntrinsicMetric , 40};
                   UITapGestureRecognizer *tapGesture = [[UITapGestureRecognizer alloc] initWithTarget:self action:@selector(addView)
                    [title addGestureRecognizer:tapGesture];
                   ORColourView *subtitle = [[ORColourView alloc] init];
                    subtitle.text; = @"Subtitle";
                    subtitle.fakeContentSize = (CGSize){ UIViewNoIntrinsicMetric , 20 };
                   ORColourView *content = [[ORColourView alloc] init];
                    content.text; = @"Lorem ipsum, etc. etc.";
                    content.fakeContentSize = (CGSize){ UIViewNoIntrinsicMetric , 100 };
                    [self.view addSubview:title withTopMargin:@"20" sideMargin:@"30"];
                    [self.view addSubview:subtitle withTopMargin:@"10" sideMargin:@"70"];
                    [self.view addSubview:content withTopMargin:@"60" sideMargin:@"20"];
```

#### **ORStackView**

```
000
                                                 ORStackViewExample —  ORThirdViewController.m
                                                                                                                       iPhone Retina (4-inch 64-bit) iOS 7.1
                                            Build ARAutoLayoutStackExample: Succeeded | 05/02/2014 at 00:32
                                                                                                 A1
🛗 | 🗸 DRStackViewExample | 🛅 ORStackViewExample | 🛅 Example View Controllers | 📠 ORThirdViewController.m | M -viewDidLoad
13 // More complex use case: Using tags to ensure order whilst adding in another order
 45 @interface ORThirdViewController()
   @property (nonatomic, strong) ORTagBasedAutoStackView *view;
   @end
   @implementation ORThirdViewController
    (void)loadView
        self.view = [[ORTagBasedAutoStackView alloc] init];
      (void)viewDidLoad
        ORColourView *title = [[ORColourView alloc] init];
        title.text = @"1 Title";
        title.fakeContentSize = (CGSize){ UIViewNoIntrinsicMetric , 40};
        title.tag = 1;
        ORColourView *subtitle = [[ORColourView alloc] init];
        subtitle.text = @"2 Subtitle";
        subtitle.fakeContentSize = (CGSize){ UIViewNoIntrinsicMetric , 20 };
        subtitle.tag = 2;
        ORColourView *content = [[ORColourView alloc] init];
        content.text = @"3 Lorem ipsum, etc. etc.";
        content.fakeContentSize = (CGSize){ UIViewNoIntrinsicMetric , 100 };
        content.tag = 3;
        ORColourView *content2 = [[ORColourView alloc] init];
        content2.text = @"4 Lorem ipsum, etc. etc.";
        content2.fakeContentSize = (CGSize){ UIViewNoIntrinsicMetric , 100 };
        content2.tag = 4;
```

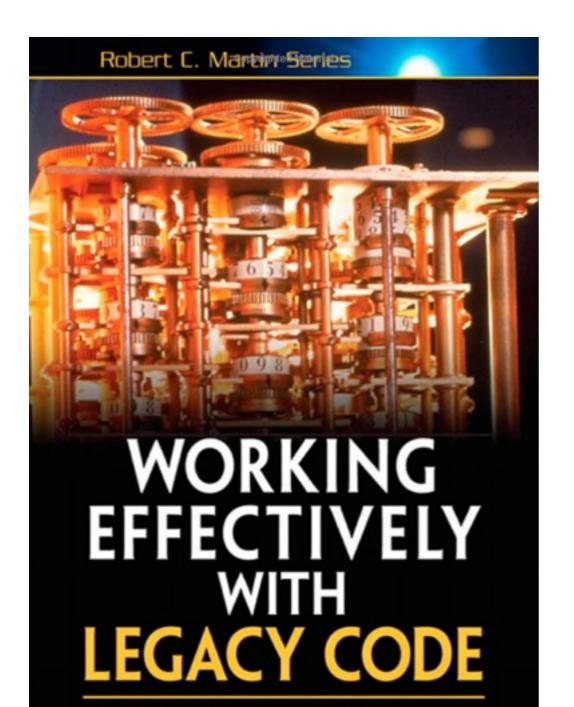
#### LOTS OF STACKVIEWS

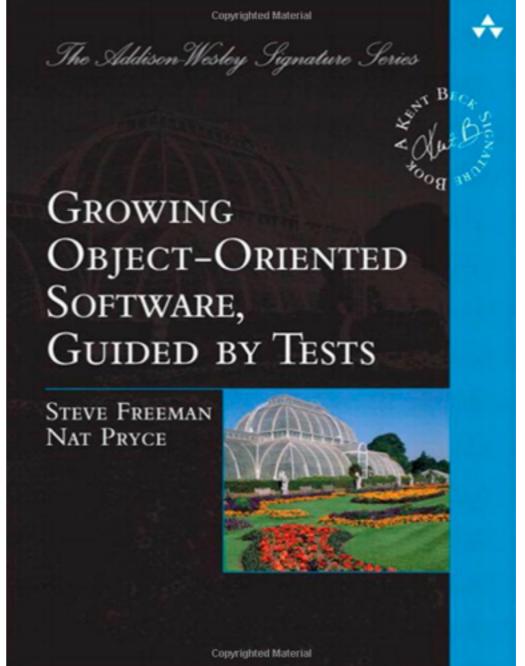




ARTSY

# Automated Testing

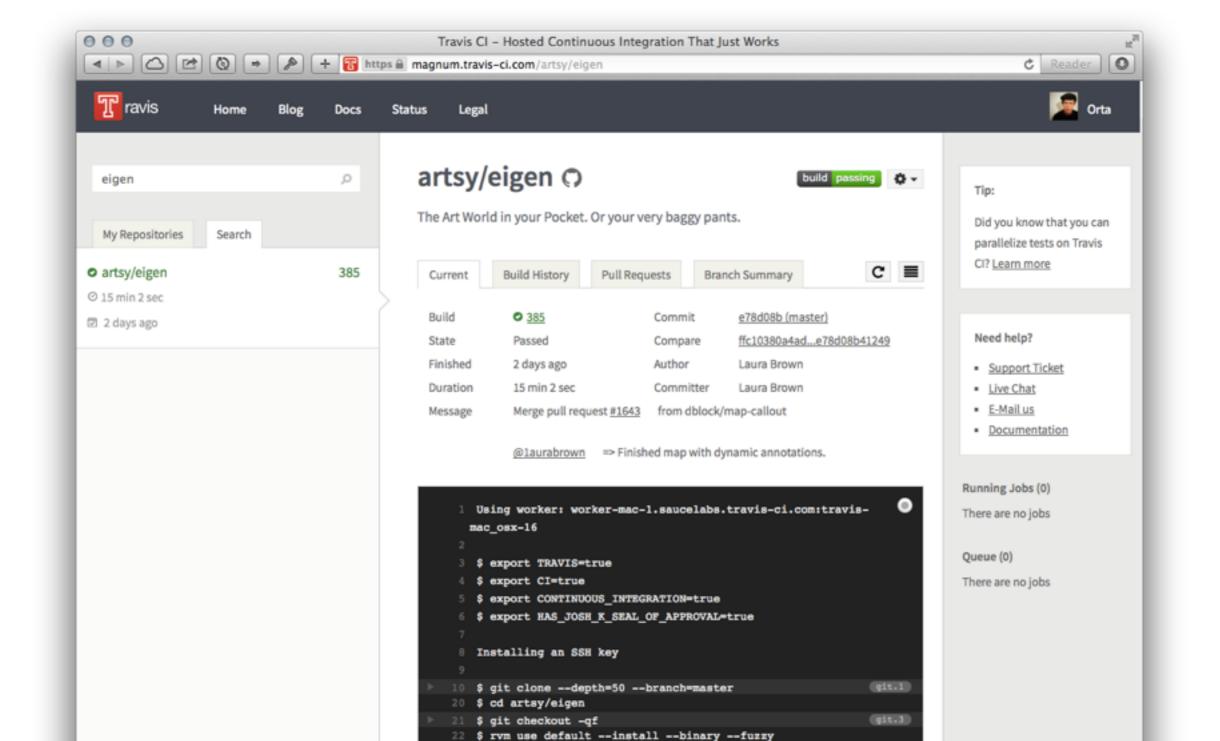






```
target 'Artsy Tests', :exclusive => true do
  pod 'Specta', '~> 0.2.1'
  pod 'Expecta', '~> 0.2.3'
  pod 'OCMock', '~> 2.2.2'
  pod 'OHHTTPStubs', '~> 3.0.4'
  pod 'FBSnapshotTestCase', '1.1'
  pod 'EXPMatchers+FBSnapshotTest', :head
  pod 'XCTest+OHHTTPStubSuiteCleanUp'
end
```

#### Continuous Integration





#### Continuous Integration Caching

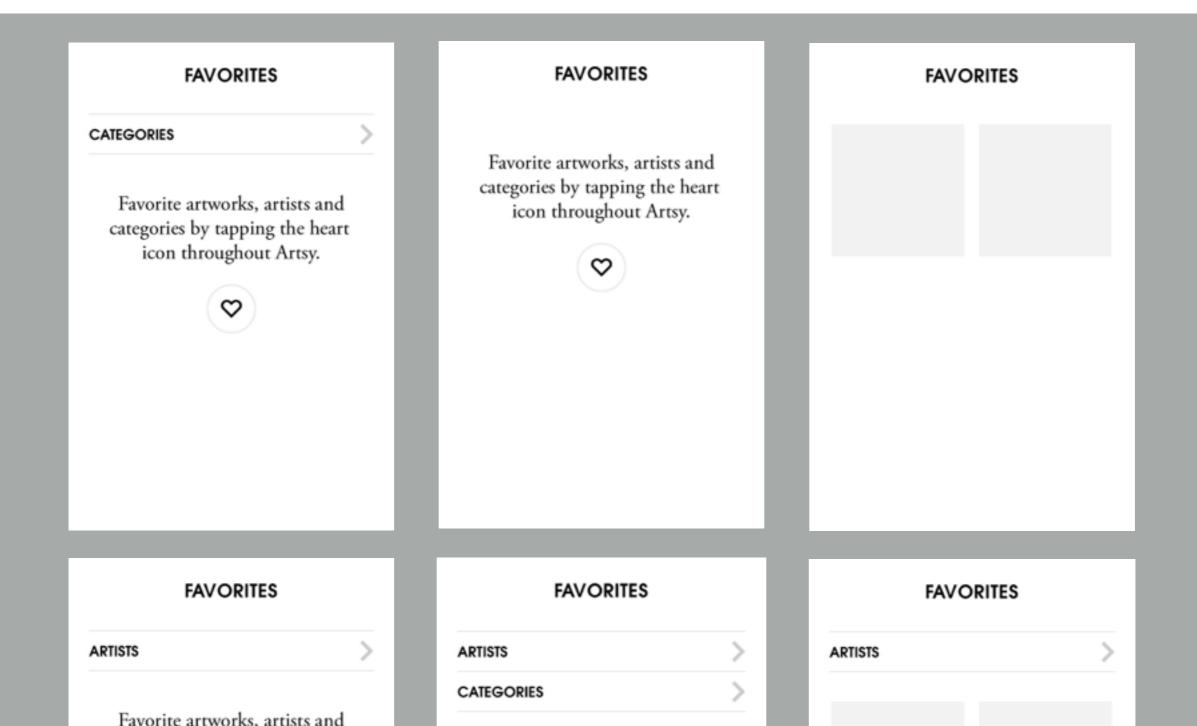


L

#### View Controller Tests for Non-Trivial Interactions

```
000
                                       Artsy — M ARLoginViewControllerTests.m — Edited
           A Phone Retina (4...
                                  Build Artsy: Succeeded | Today at 09:46
                                                                                       A 1
          📉 Artsy 🗎 Artsy Tests 🕽 🧰 View Controller Tests 🕽 🧰 Login and Onboarding 🕽 📠 ARLoginViewControllerTests.m 🤇 No Selection
            });
            describe(@"with username and password", ^{
                it(@"succeeds", ^{
                     [ARUserManager stubAccessToken:[ARUserManager stubAccessToken] expiresIn:[ARUserManager
                         stubAccessTokenExpiresIn]];
                     [ARUserManager stubMe: [ARUserManager stubUserID] email: [ARUserManager stubUserEmail] nam
                         [ARUserManager stubUserName]];
                    expect([ARUserManager sharedManager].currentUser).to.beNil();
                     _controller.usernameTextfield.text = [ARUserManager stubUserEmail];
                     controller.passwordTextfield.text = [ARUserManager stubUserPassword];
                     [ controller login:nil];
                     expect([ARUserManager sharedManager].currentUser).willNot.beNil();
                    User *currentUser = [[ARUserManager sharedManager] currentUser];
                    expect(currentUser.userID).to.equal(ARUserManager.stubUserID);
                     expect(currentUser.email).to.equal(ARUserManager.stubUserEmail);
                    expect(currentUser.name).to.equal(ARUserManager.stubUserName);
                });
                it(@"fails and displays error", ^{
                     [OHHTTPStubs stubJSONResponseAtPath:@"/oauth2/access_token" withResponse:@{ @"error":
                        @"invalid client", @"error description": @"missing client id" } andStatusCode:401];
                     _controller.usernameTextfield.text = [ARUserManager stubUserEmail];
                    _controller.passwordTextfield.text = [ARUserManager stubUserPassword];
                     id mockAlertView = [OCMockObject mockForClass:[UIAlertView class]];
                     [[[mockAlertView stub] andReturn:mockAlertView] alloc];
```

```
000
                                             Artsy — M ARFavoritesViewControllerTests.m
                                                                                              <u>A</u>1
             ) iPhone Retina (4...
                                    Build Artsy: Succeeded | Today at 09:46
           🔼 Artsy \rangle 🧰 Artsy Tests \rangle 🛅 View Controller Tests \rangle 🛅 Favorites \rangle 🕅 ARFavoritesViewControllerTests.m \rangle No Selection
    SpecBegin(ARFavoritesViewController)
      _block ARFavoritesViewController *_favoritesVC = nil;
    block id mock = nil;
    beforeEach(^{
         _favoritesVC = [[ARFavoritesViewController alloc] init];
         _mock = [0CMockObject partialMockForObject:_favoritesVC];
         [[_mock stub] performFetchesOnFirstLoad];
         expect(_favoritesVC.view).willNot.beNil();
    });
    afterEach(^{
         [_mock stopMocking];
    });
    it(@"no favorites", ^{
         [ favoritesVC reloadData];
         expect(_favoritesVC.view).will.haveValidSnapshotNamed(@"empty");
    });
    it(@"artists", ^{
         _favoritesVC.hasArtistFollows = YES;
         [ favoritesVC reloadData];
         expect(_favoritesVC.view).will.haveValidSnapshotNamed(@"artists");
    });
    it(@"genes", ^{
```

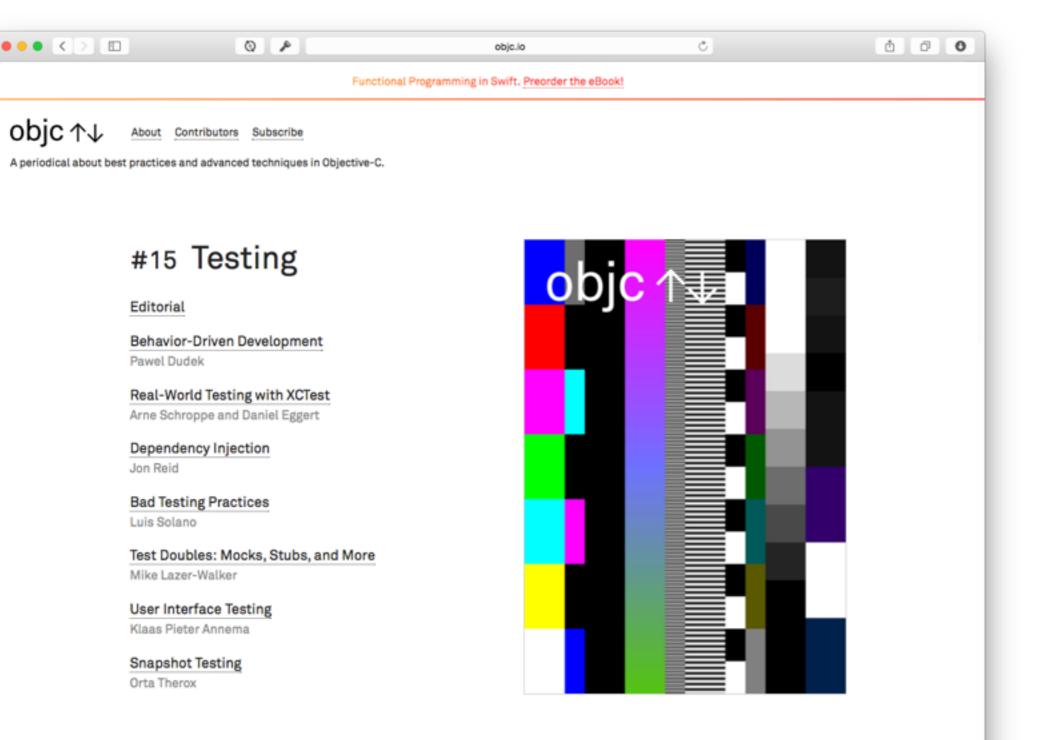


```
Artsy Folio ARGridViewCellTests.m
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                                                                                                               All D
 // Copyright 2014 http://artsy.net. All rights reserved.
                                                                                          1 Failing snapshots
                                                                                          ARGridViewCellSpec
   #import "ARGridViewCell.h"
   SpecBegin(ARGridViewCell)
     _block ARGridViewCell *sut;
    _block UIImage *exampleImage;
        NSString *localImagePath = [[NSBundle bundleForClass:self.class] pathFor
        exampleImage = [UIImage imageWithContentsOfFile:localImagePath];
        sut = [[ARGridViewCell alloc] initWithFrame:CGRectMake(0, 0, GridViewCell
20
n });
                                                                                                                                      TITLE
it(@"should set an image", ^{
                                                                                                                                     Subne Subtitle
        sut.image = exampleImage;
        [sut layoutSubviews];
        expect(sut).to.recordSnapshot();
                                                                                 snapst
                                                                                                                         Reference
27 });
it(@"should set a image and title", ^{
        sut.title = @"Title";
        [sut layoutSubviews];
        expect(sut).to.recordSnapshot();
                                                                           snapshot should_set_a_image_and_title successfully recorded, replace recordSnapshot with a check
13 });
it(@"should handle two lines of a title", ^{
        sut title = @"Title on two lines that's long see";
        [sut layoutSubviews]:
        expect(sut).to.recordSnapshot();
                                                                        snapshot should_handle_two_lines_of_a_title successfully recorded, replace recordSnapshot with a check
30 });
it(@"should set a image & title & subtitle", ^{
        sut.title = @"Title";
        sut subtitle = @"Not the same Subtitle":
        [sut layoutSubviews];
        expect(sut).to.haveValidSnapshot();
                                                                                                expected a matching snapshot in should_set_a_image__title__subtitle
46 });
it(@"should handle aspect ratios", ^{
        sut.aspectRatio = 1.3;
                                                                                          Implicit conversion loses floating-point precision: 'double' to 'CGFloat' (aka 'float')
        [sut layoutSubviews]:
        expect(sut).to.haveValidSnapshot();
```



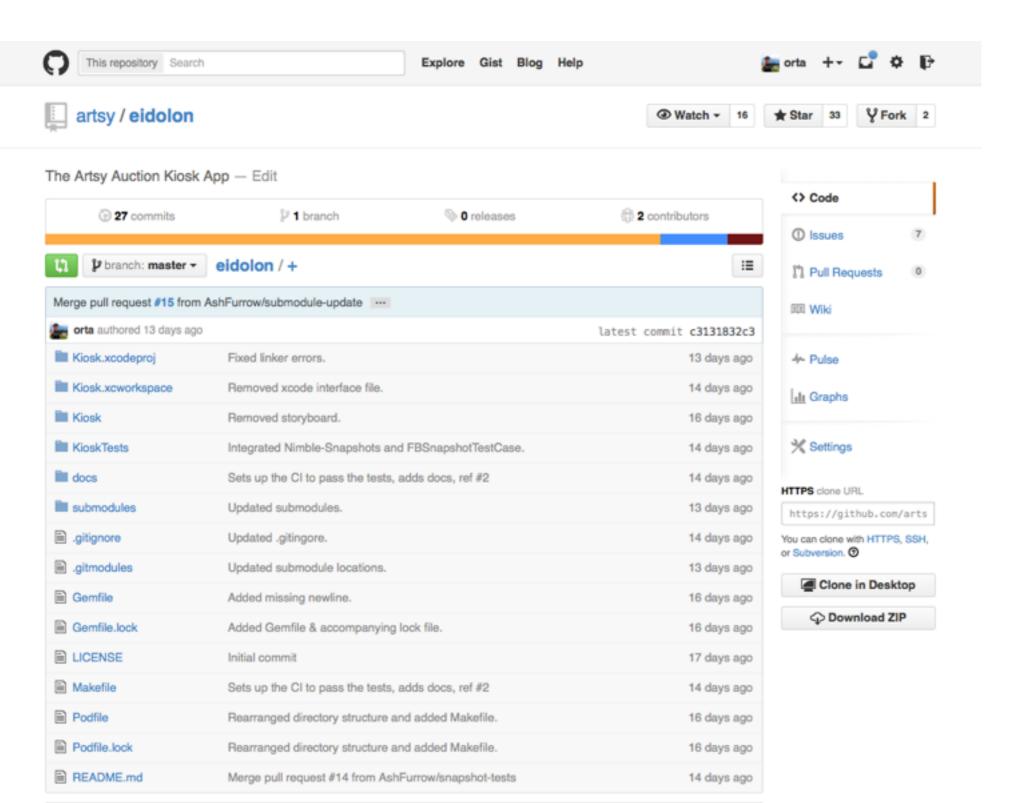




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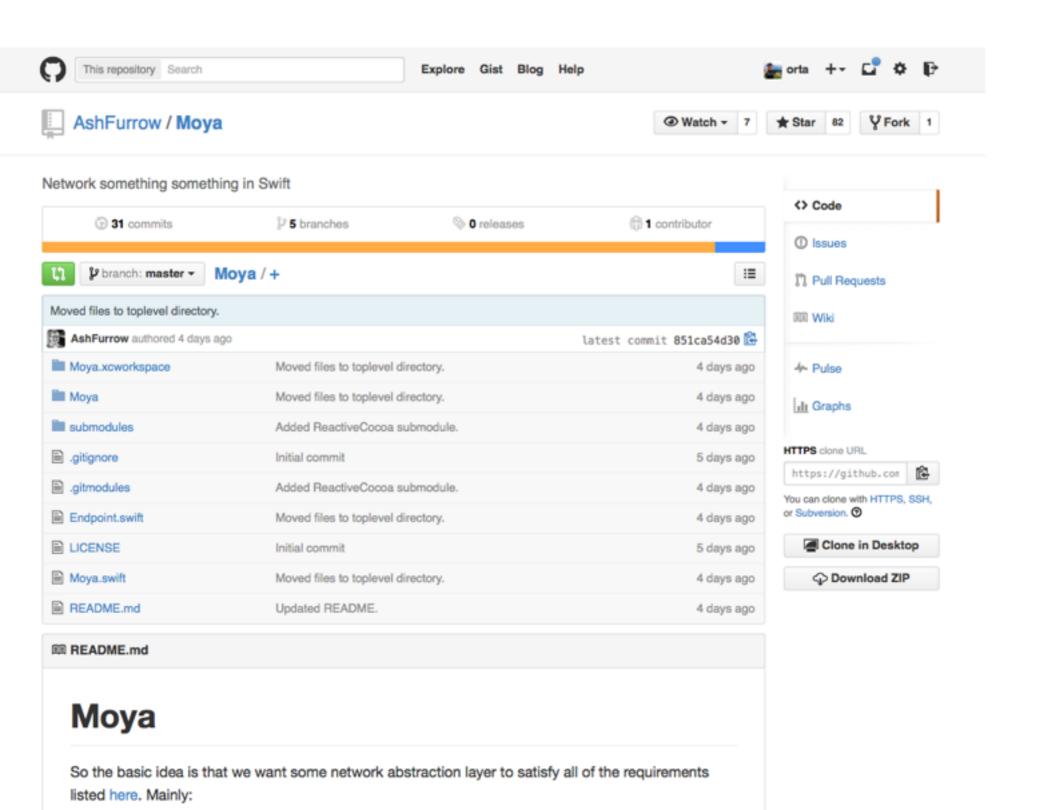
## Future

#### Eidolon





#### Eidolon





#### A Swift Start







#### A Swift Start



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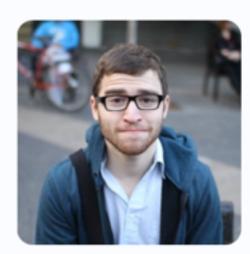
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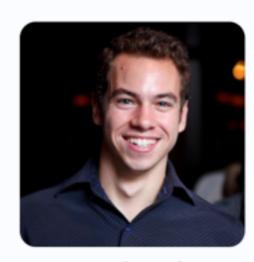
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### Thanks

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