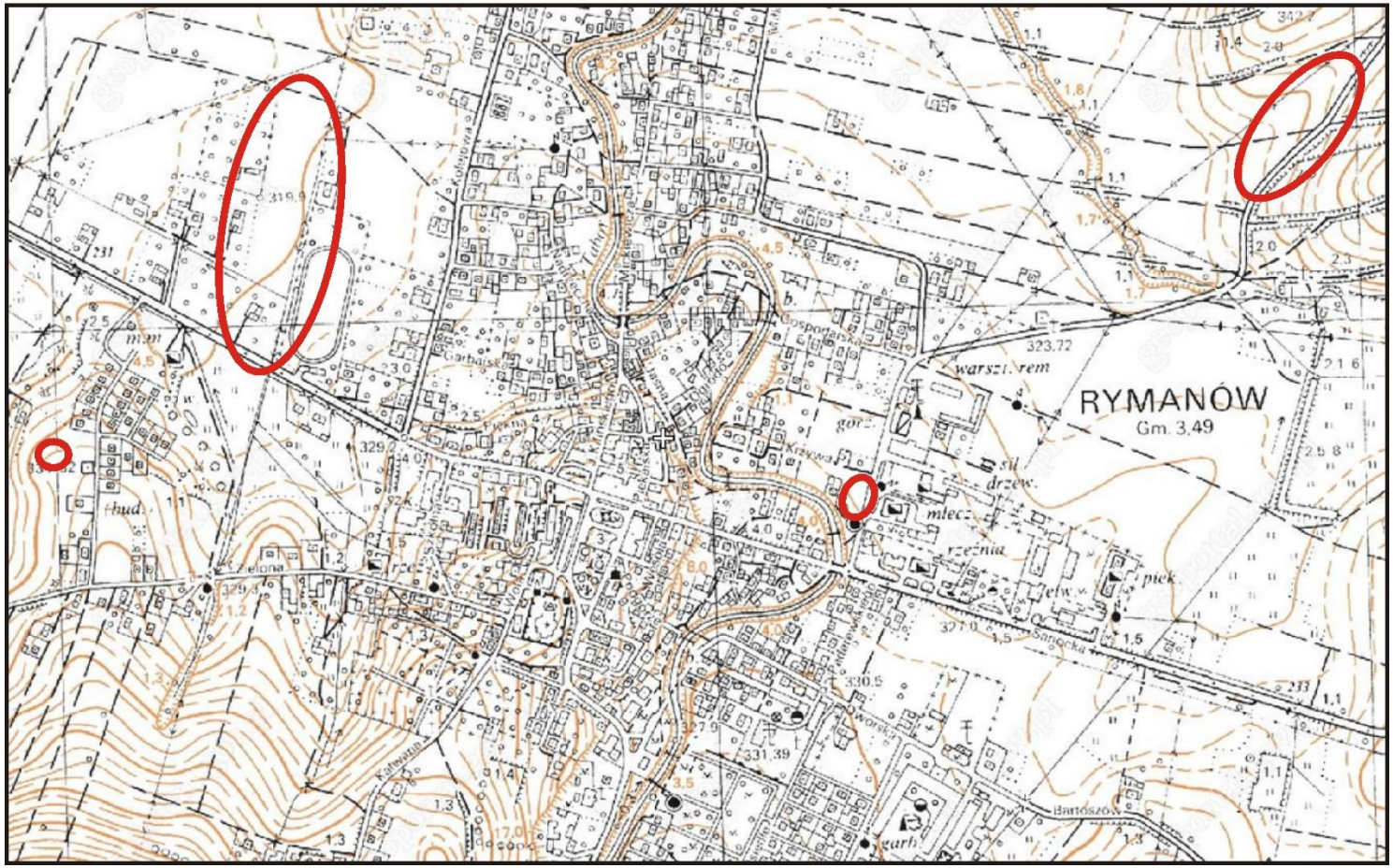ORIENTACJA