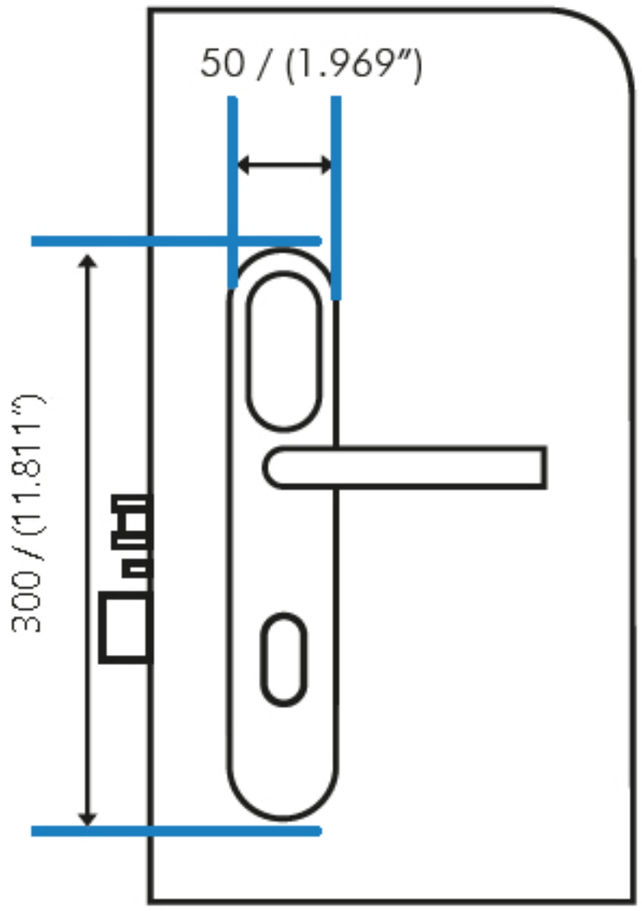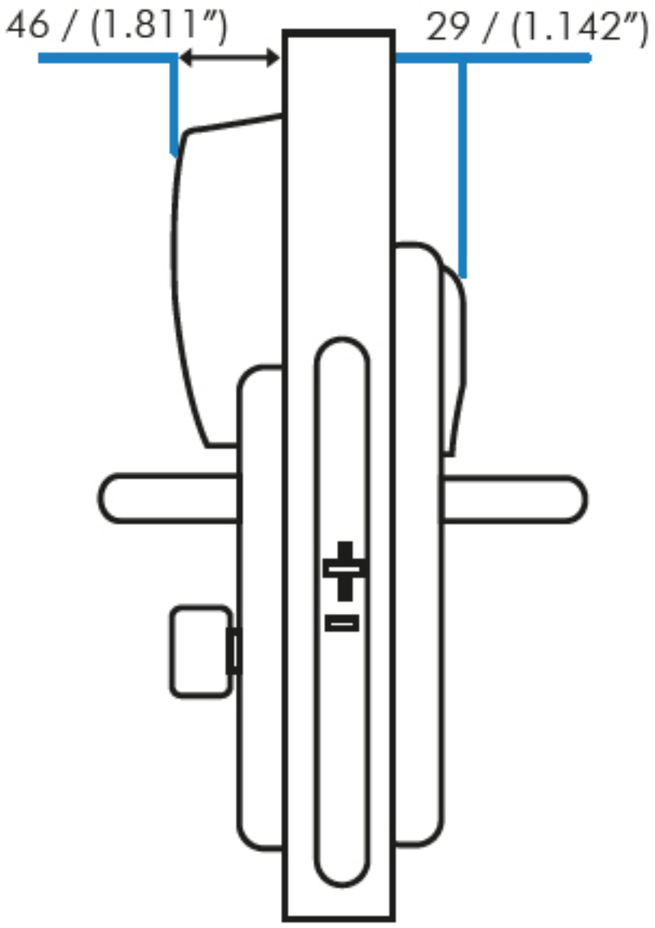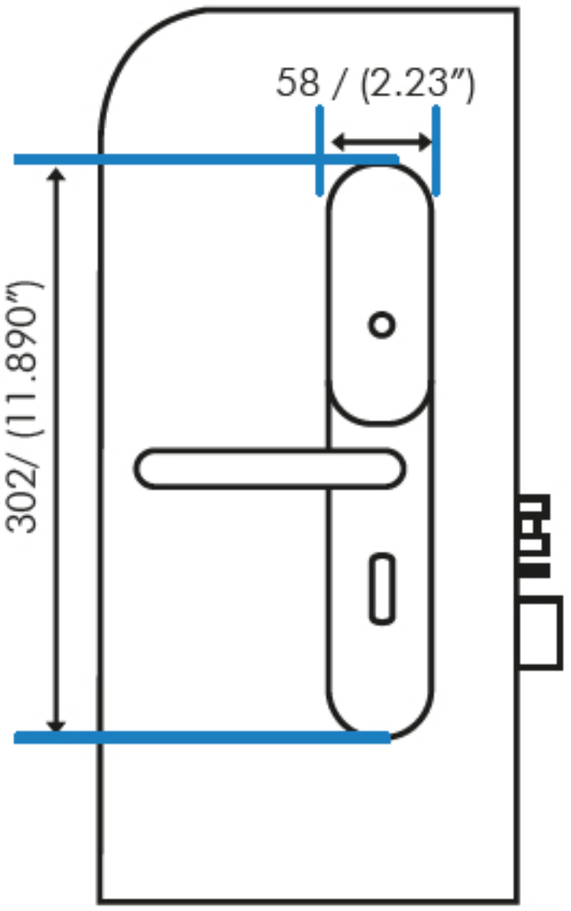Medidas