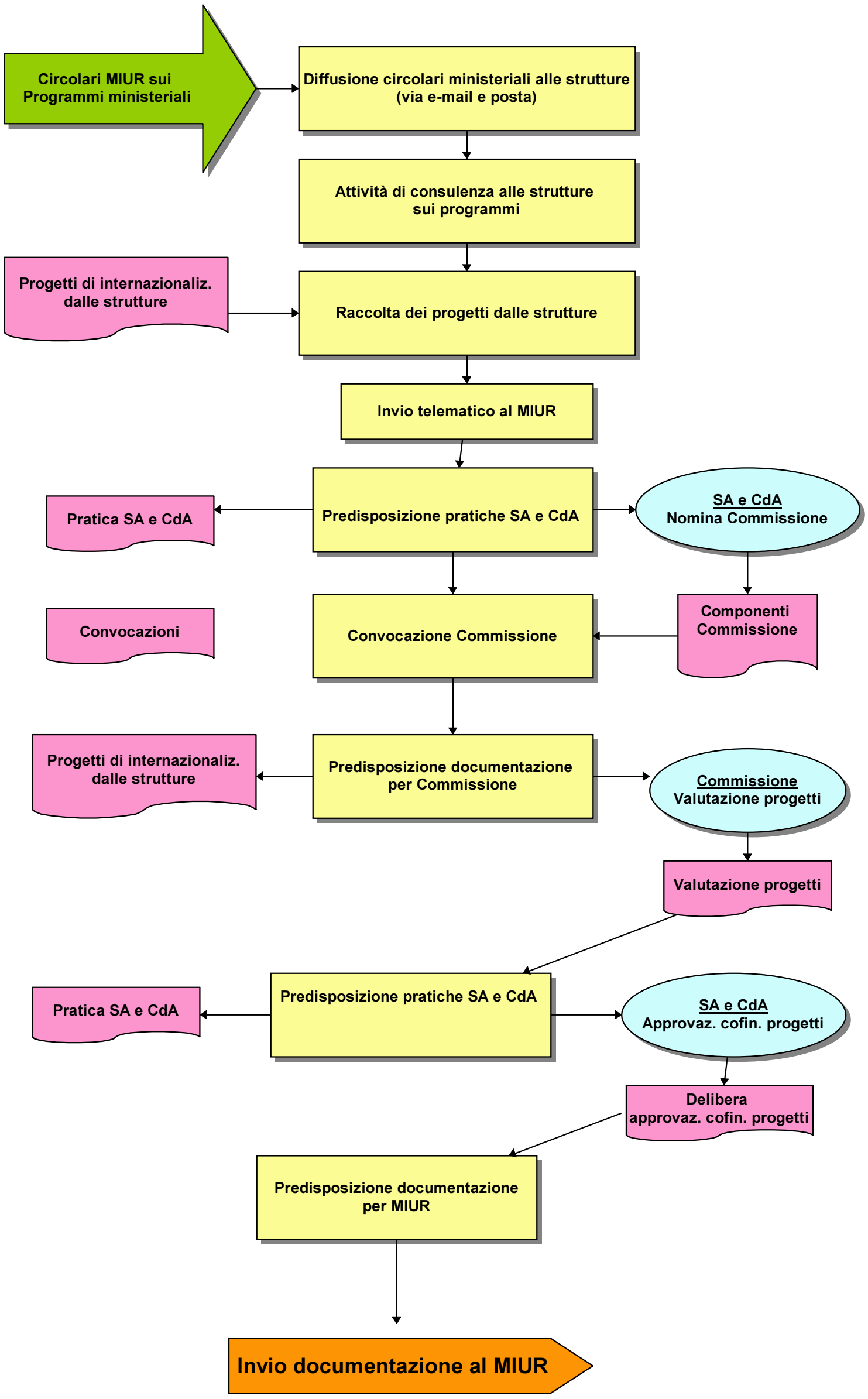Internazionalizzazione