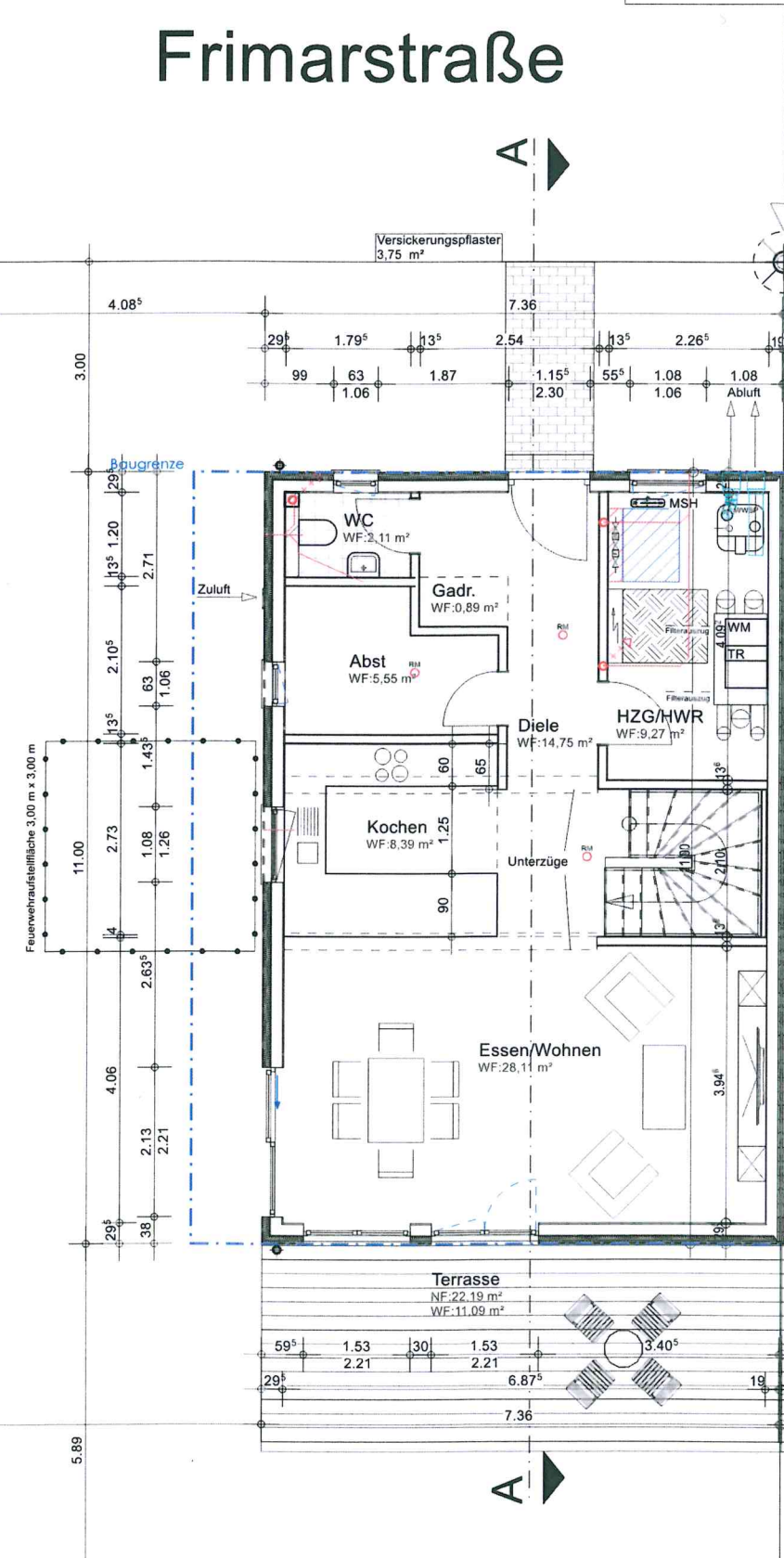Frimarstraße