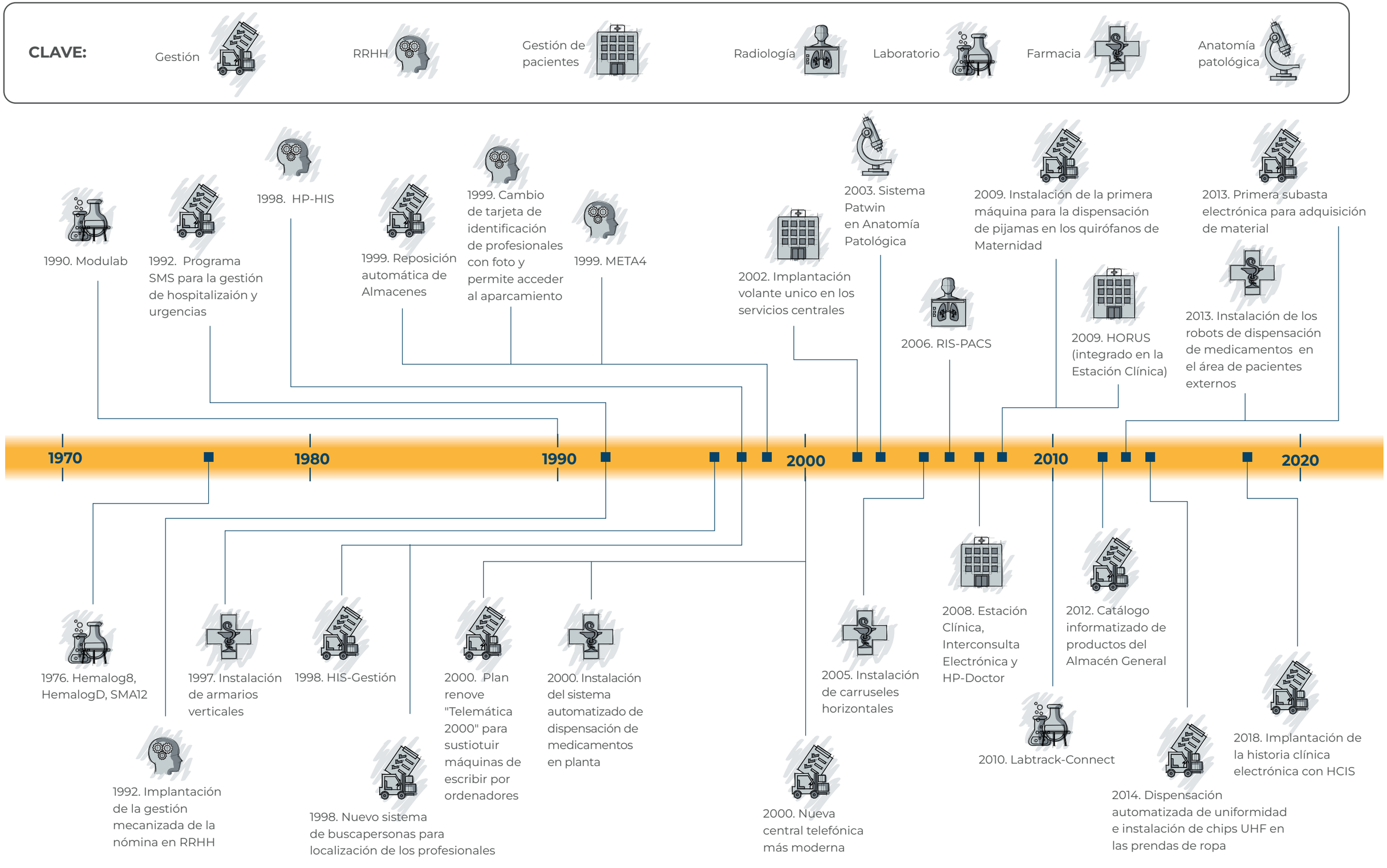Digitalización