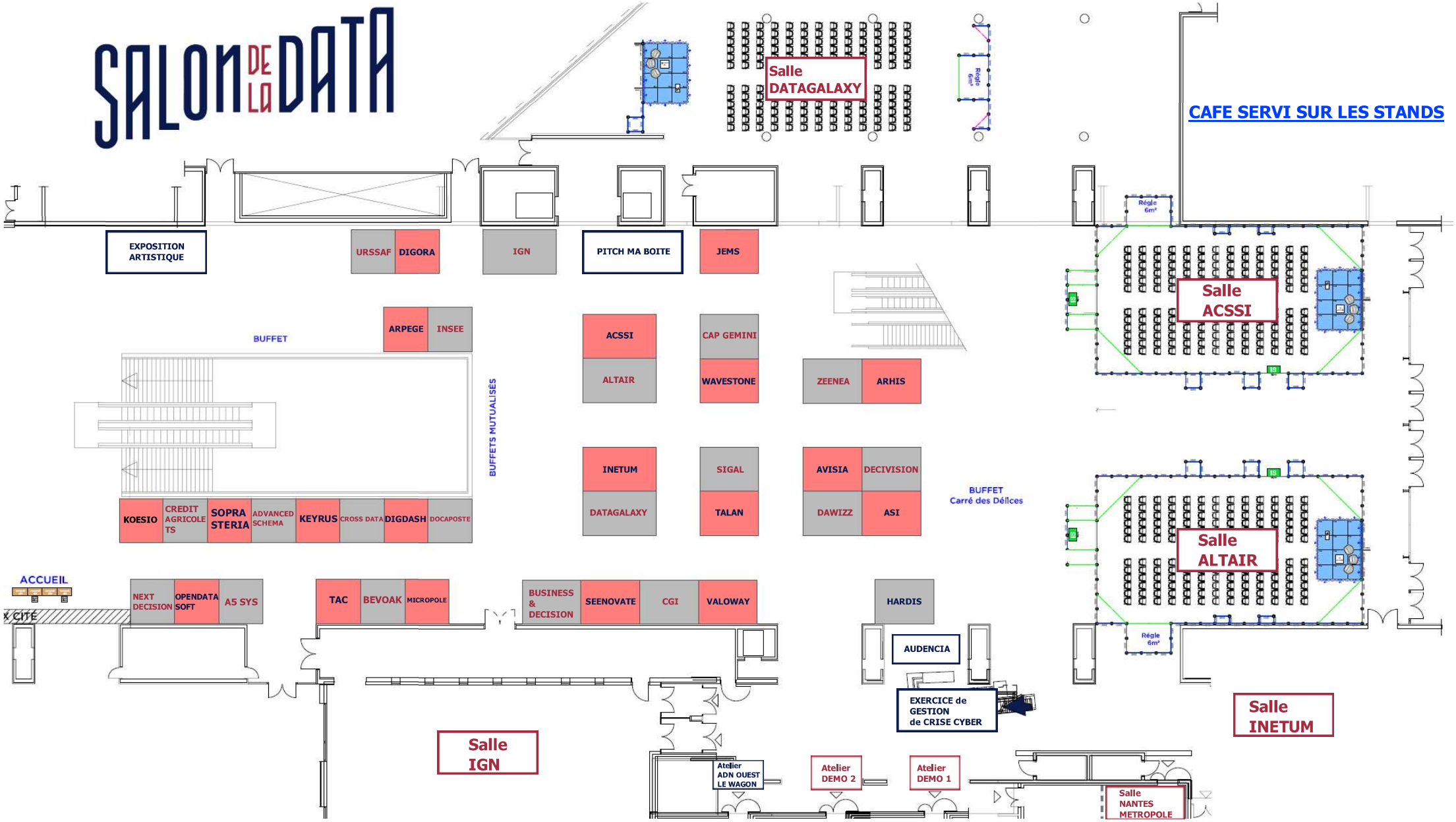SALON DE LA DATA