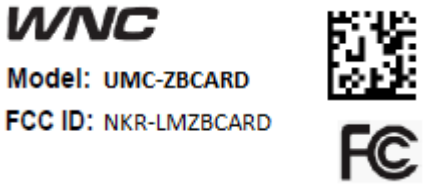
1) Label



2) Placement