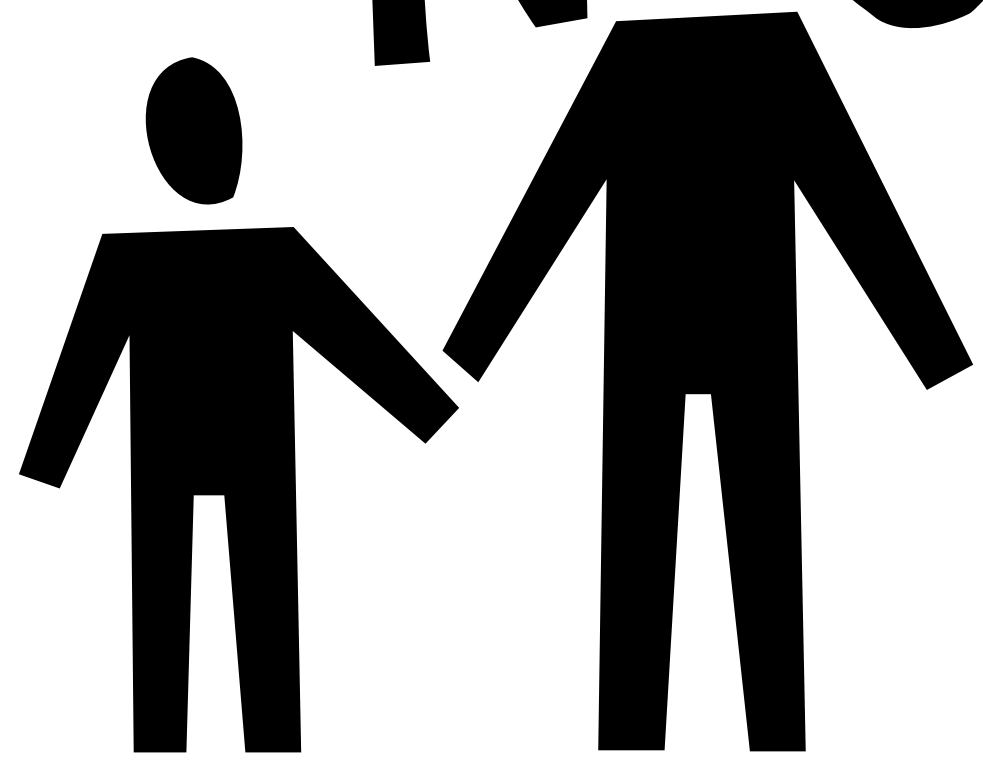l'exemple, c'est NOUS