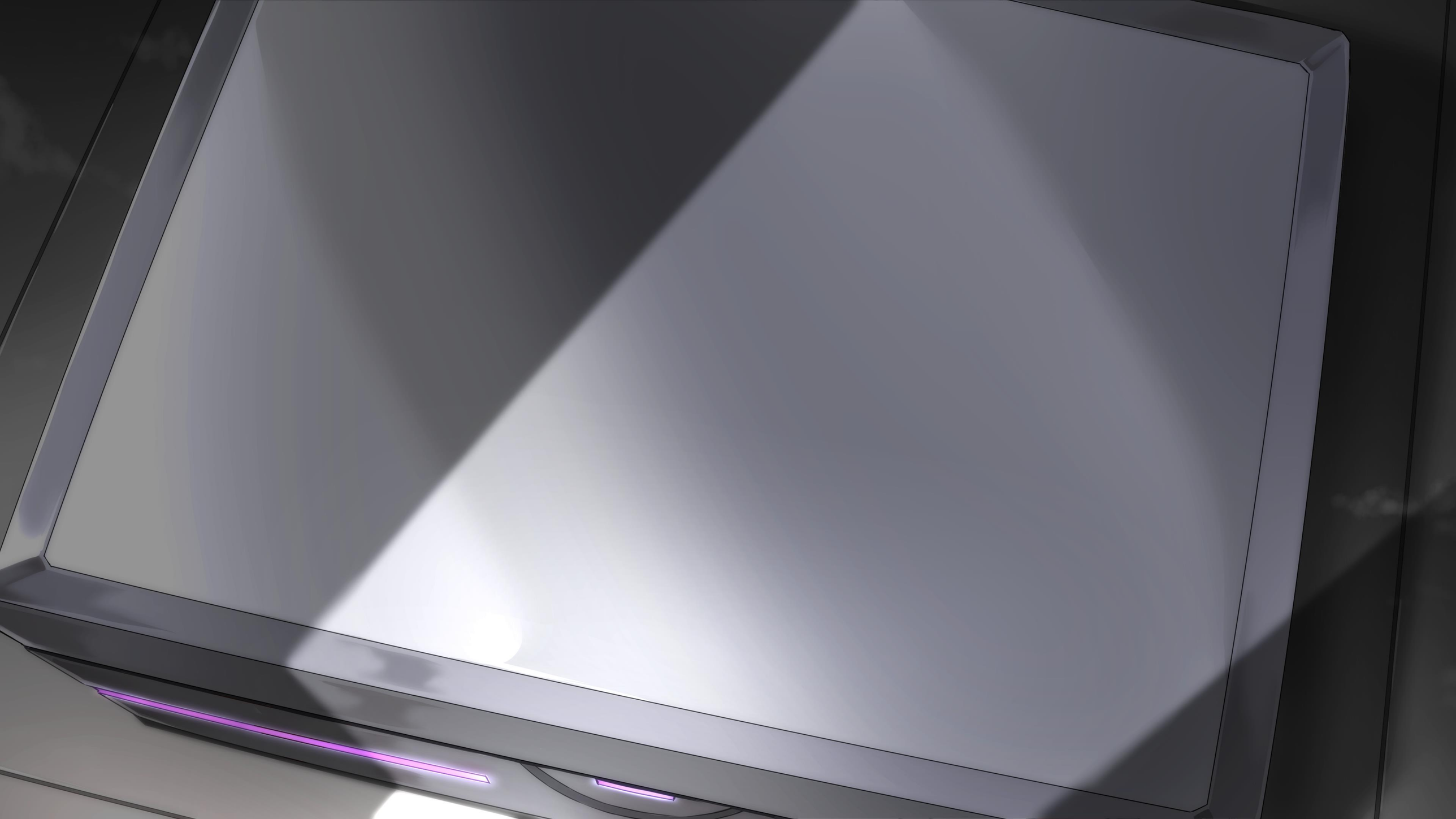牛人