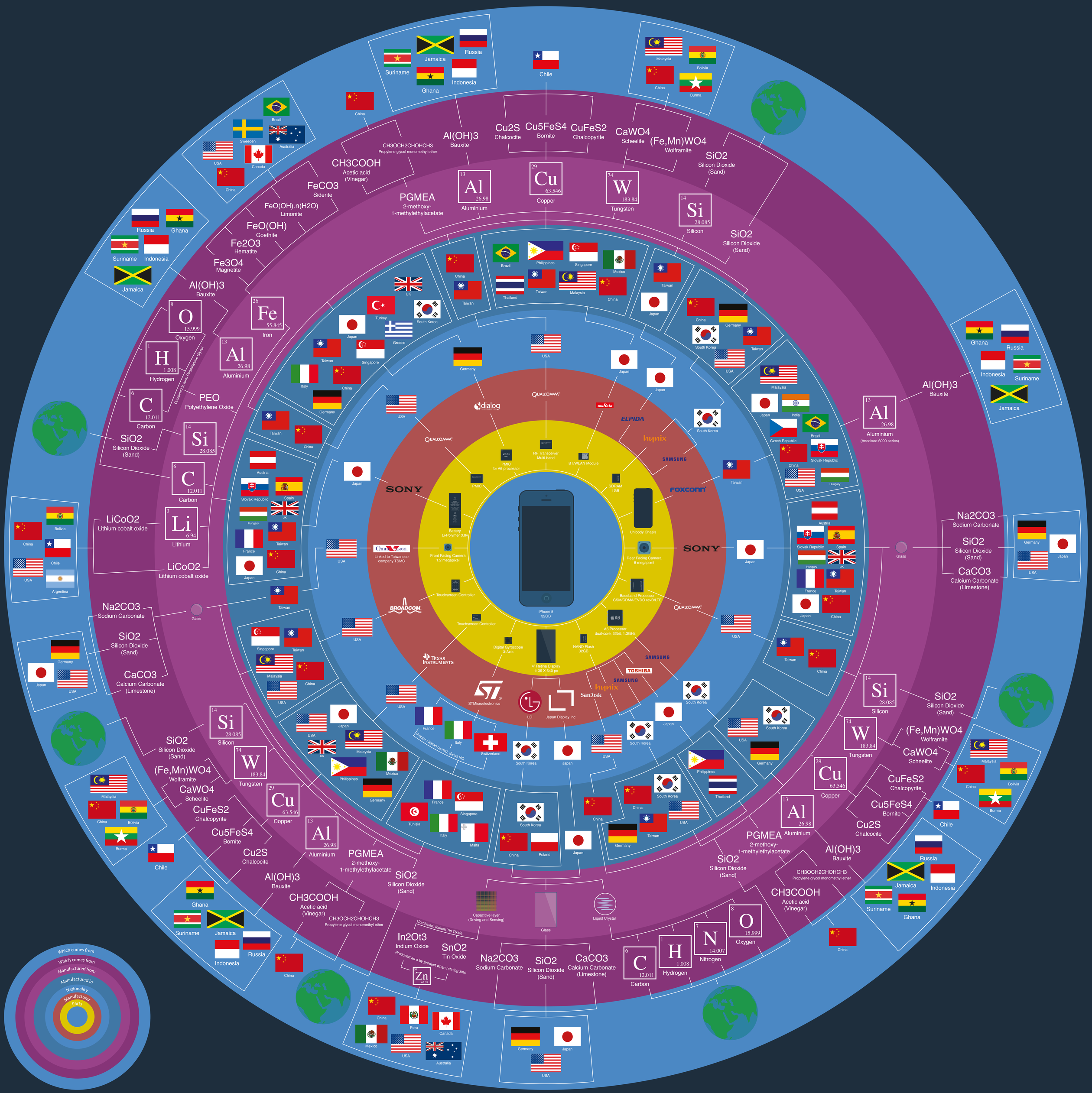Inside an iPhone...