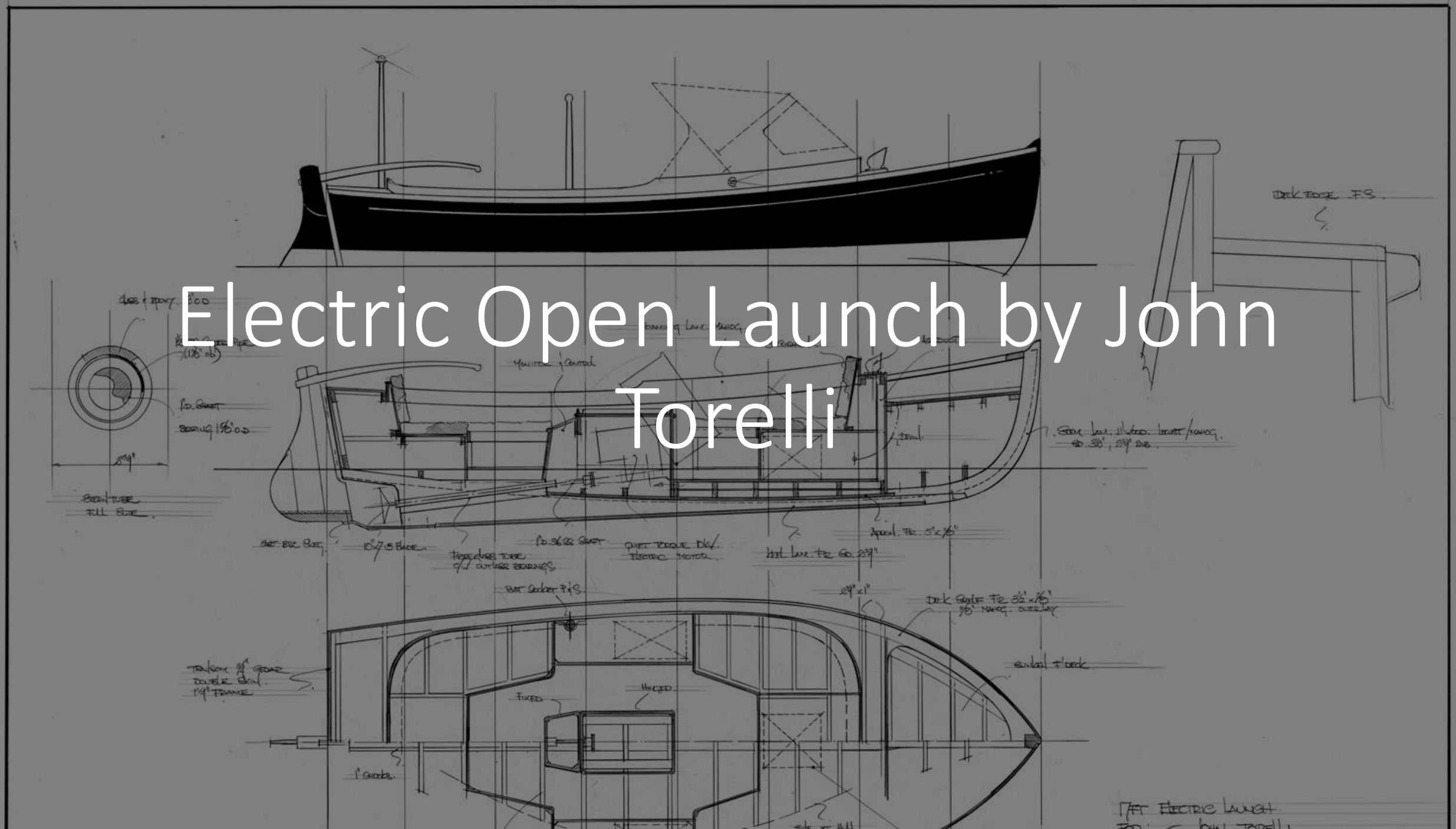Electric Open Launch by John Torelli