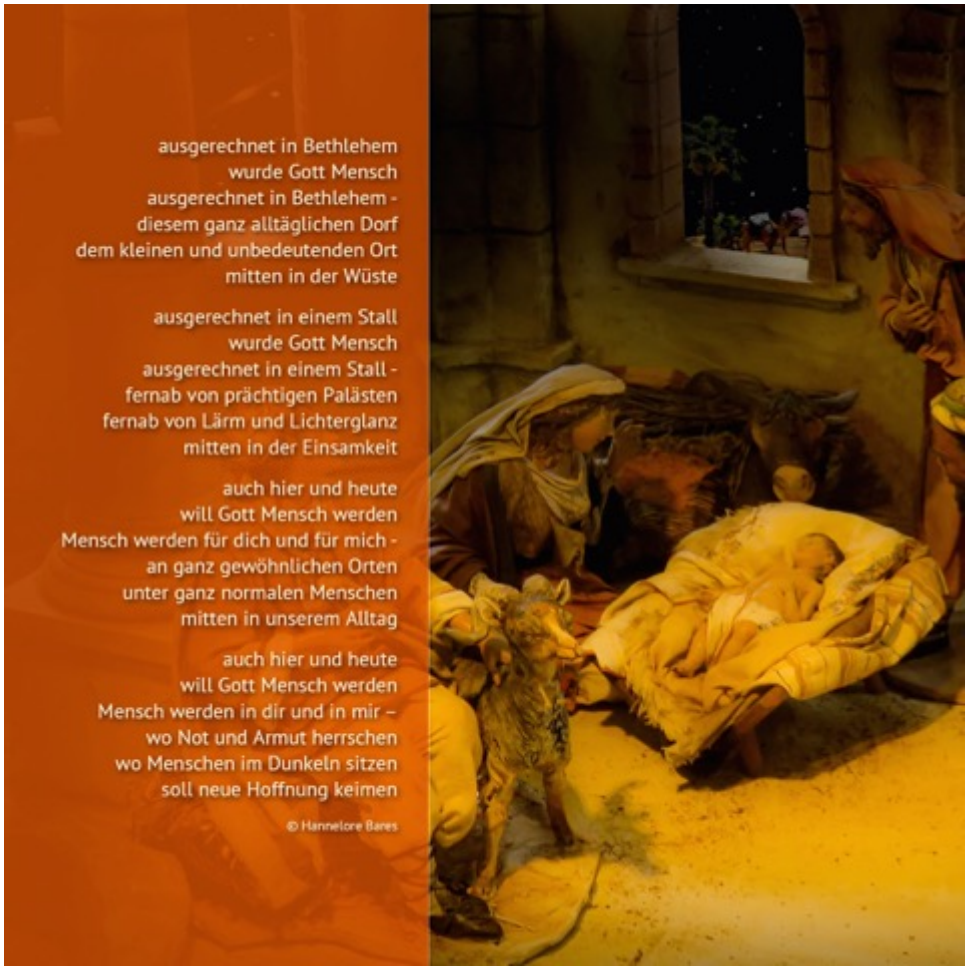Ins Bild gebracht – Impuls