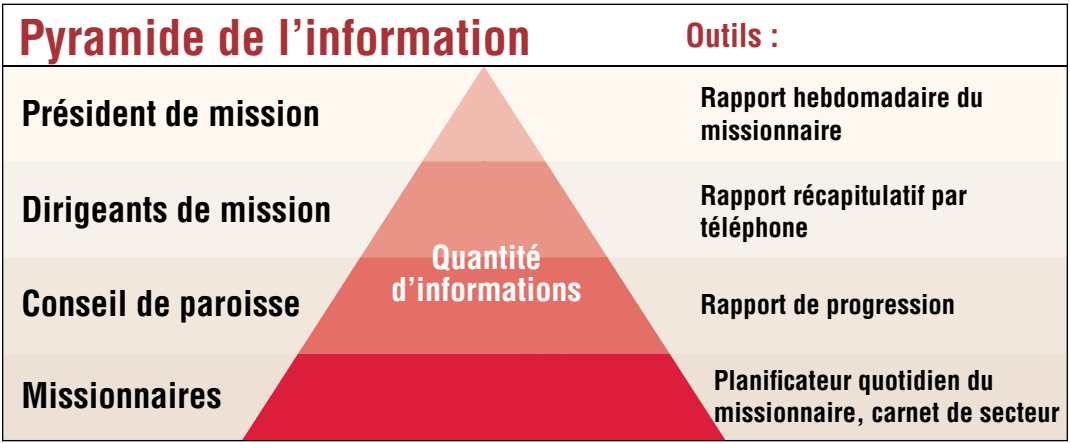Pyramide de l'information