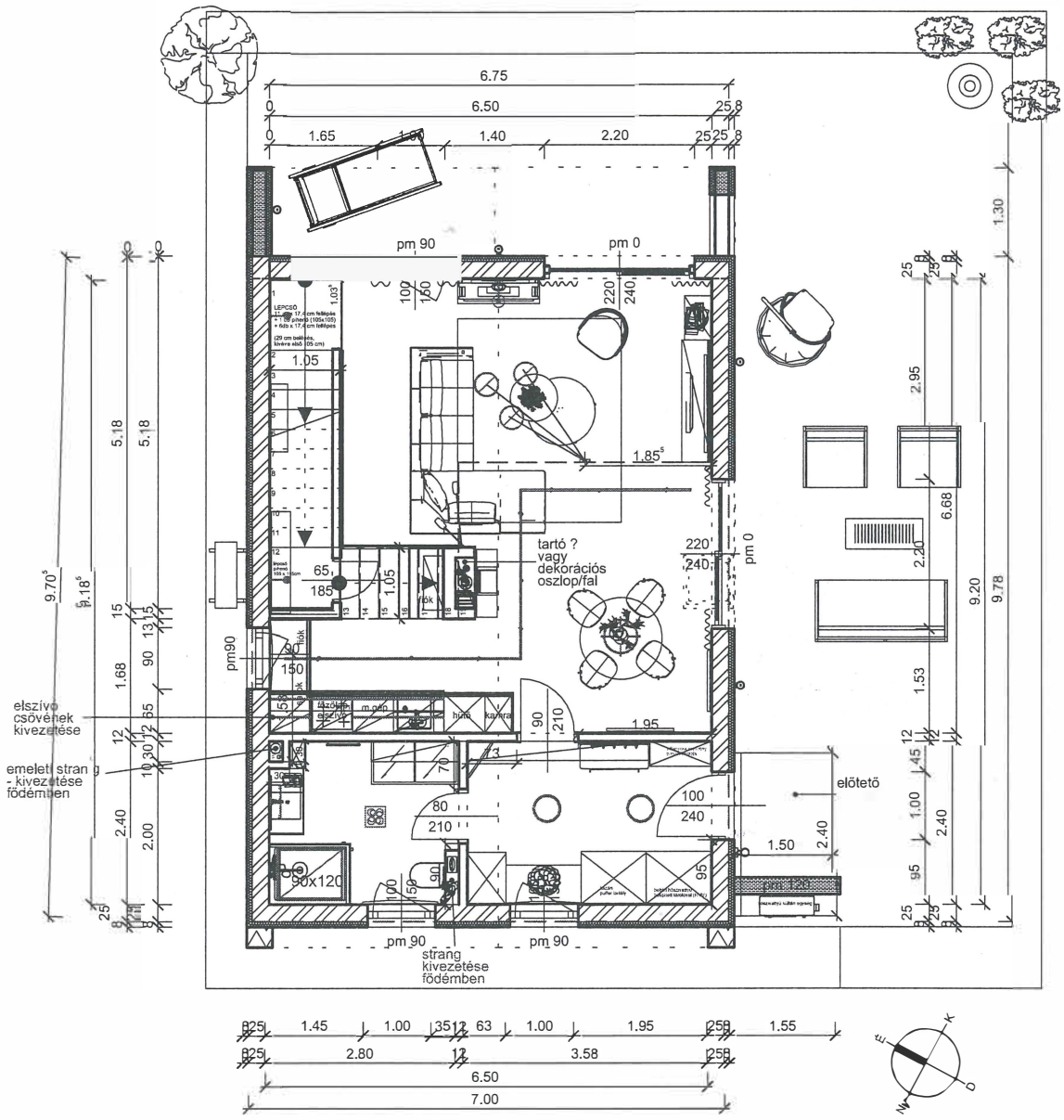novakoncept.hu