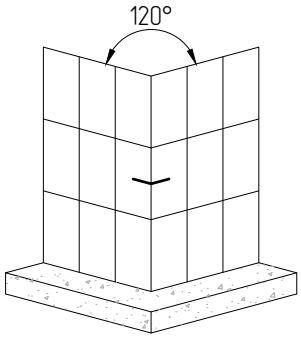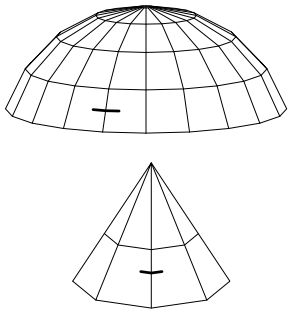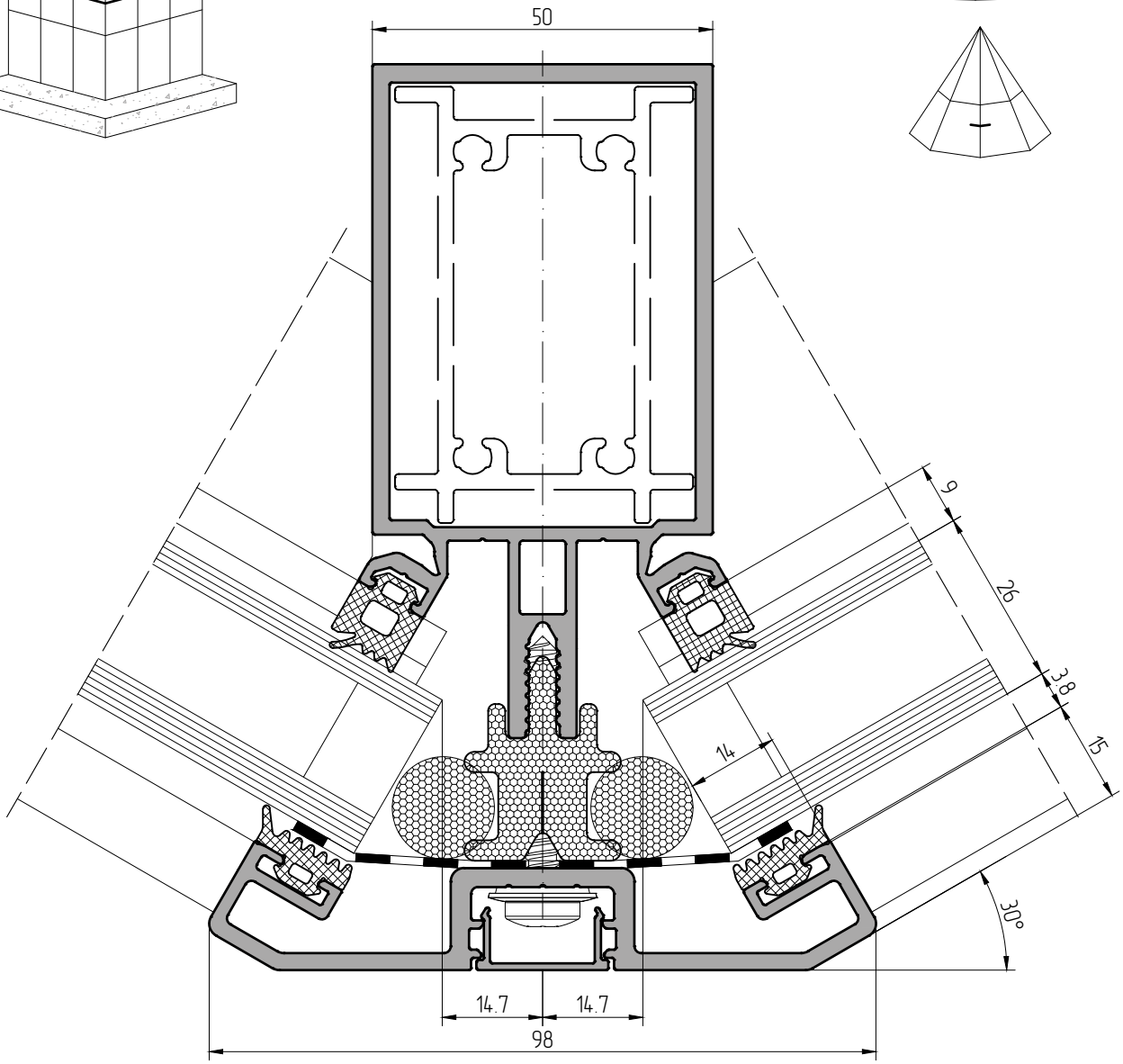Масштаб 1:1