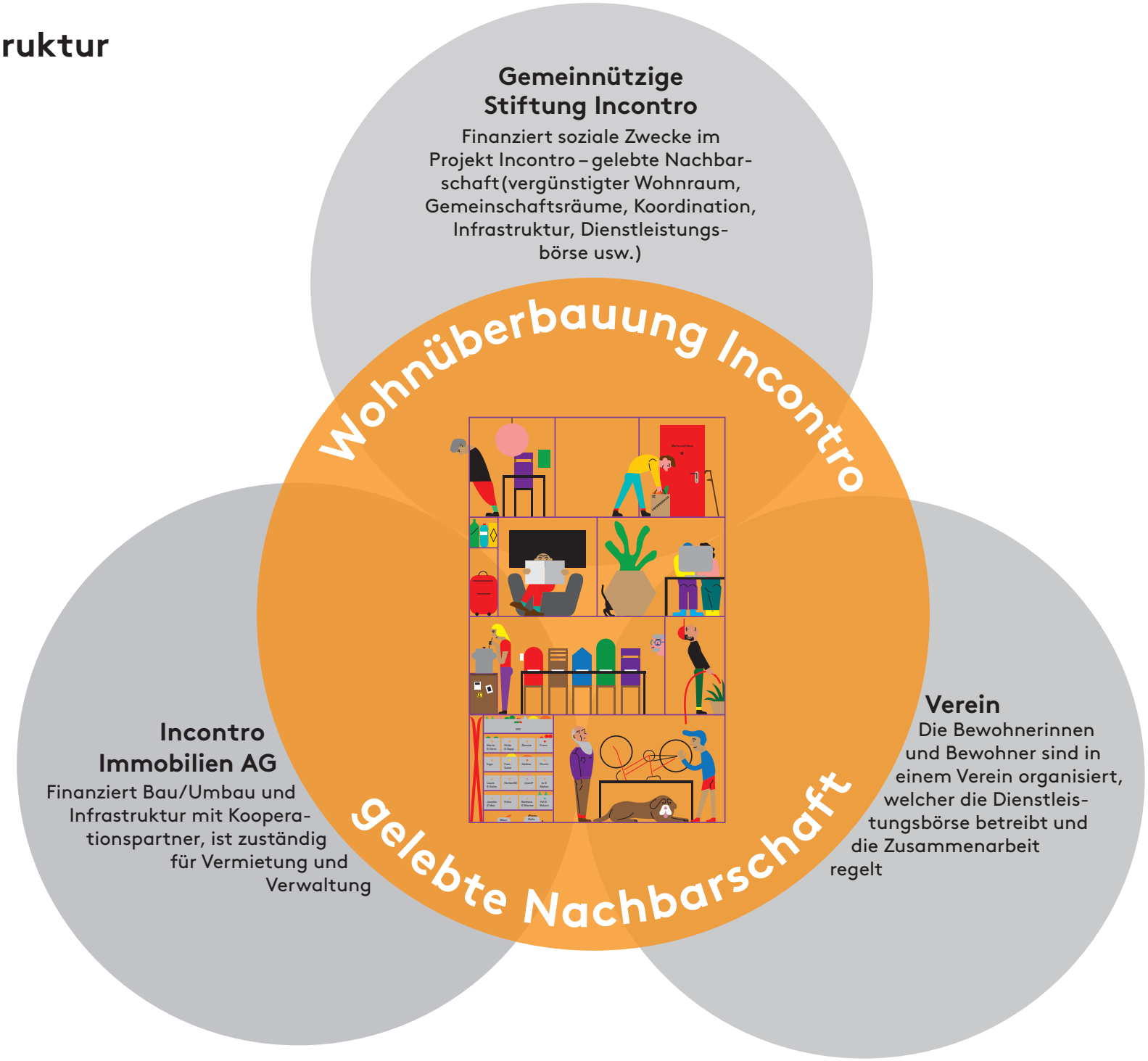Projektstruktur