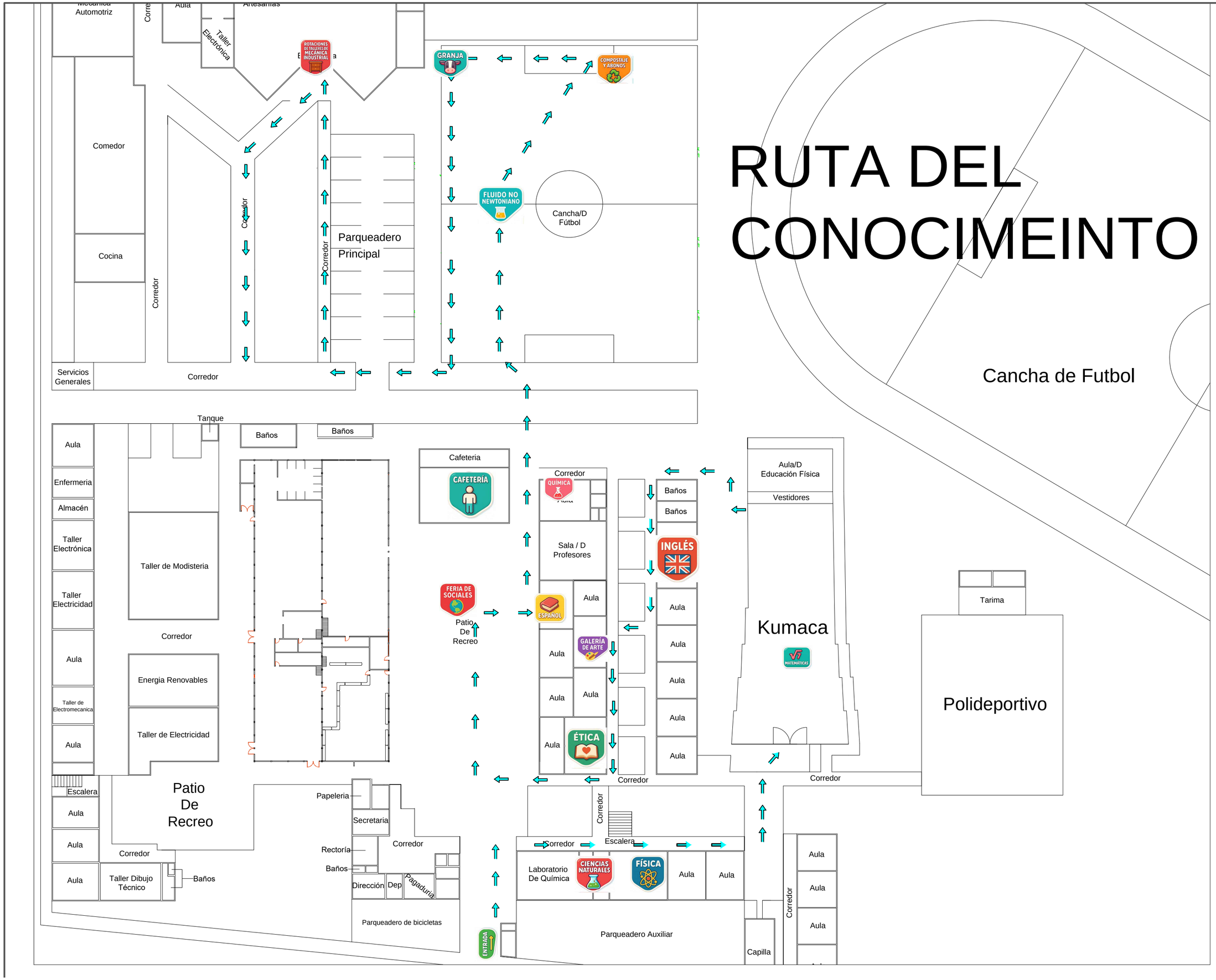RUTA DEL CONOCIMEINTO