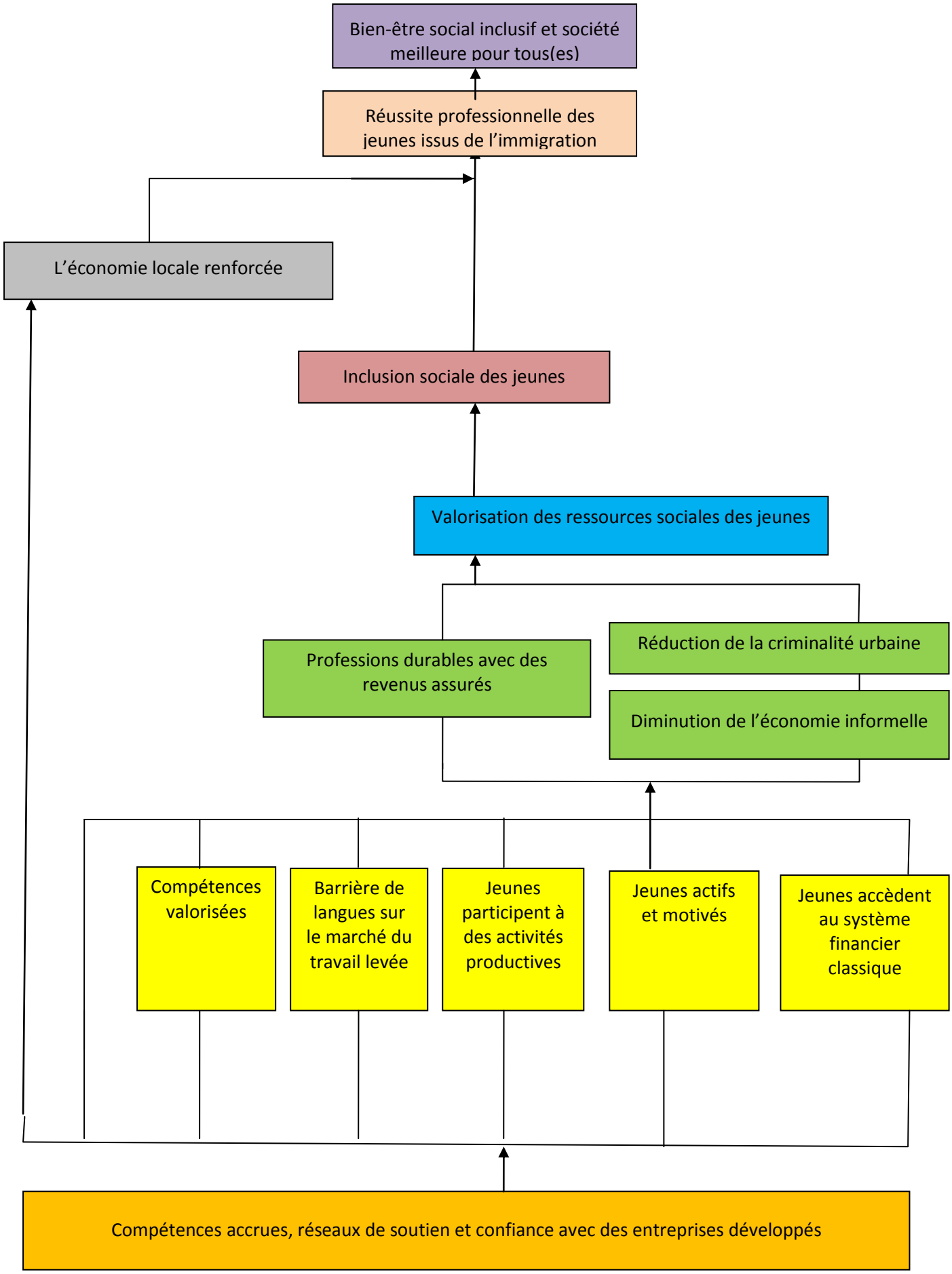L'Arbre à objectifs