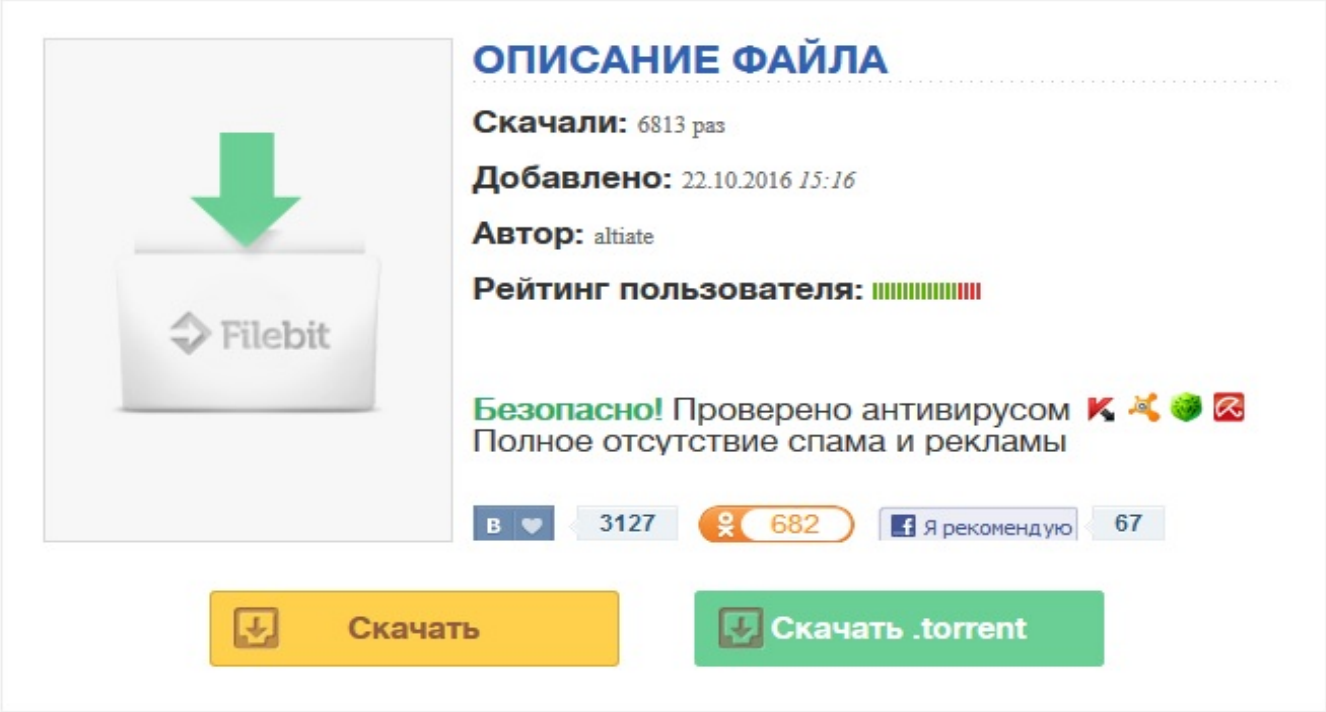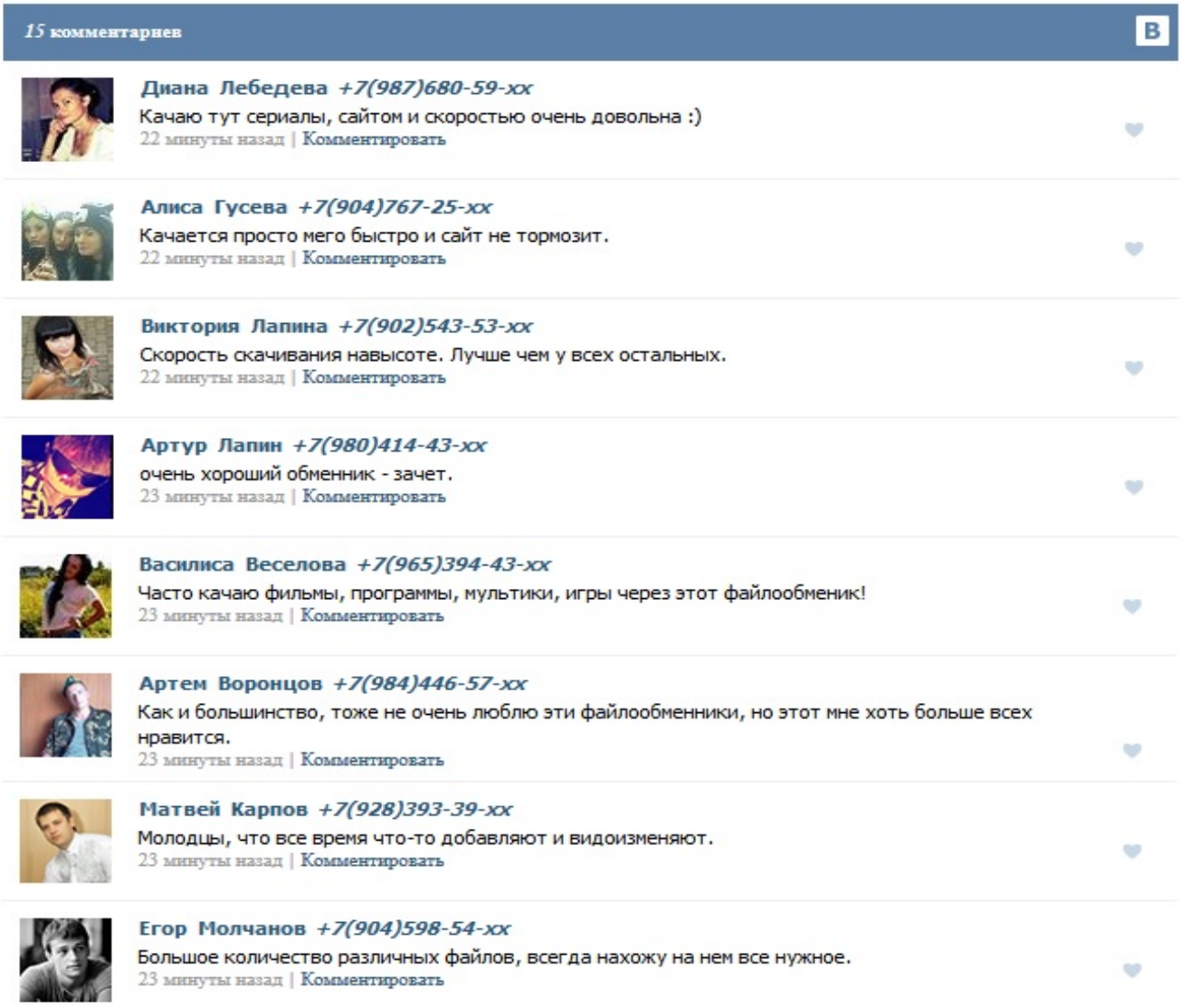бланк техзадания