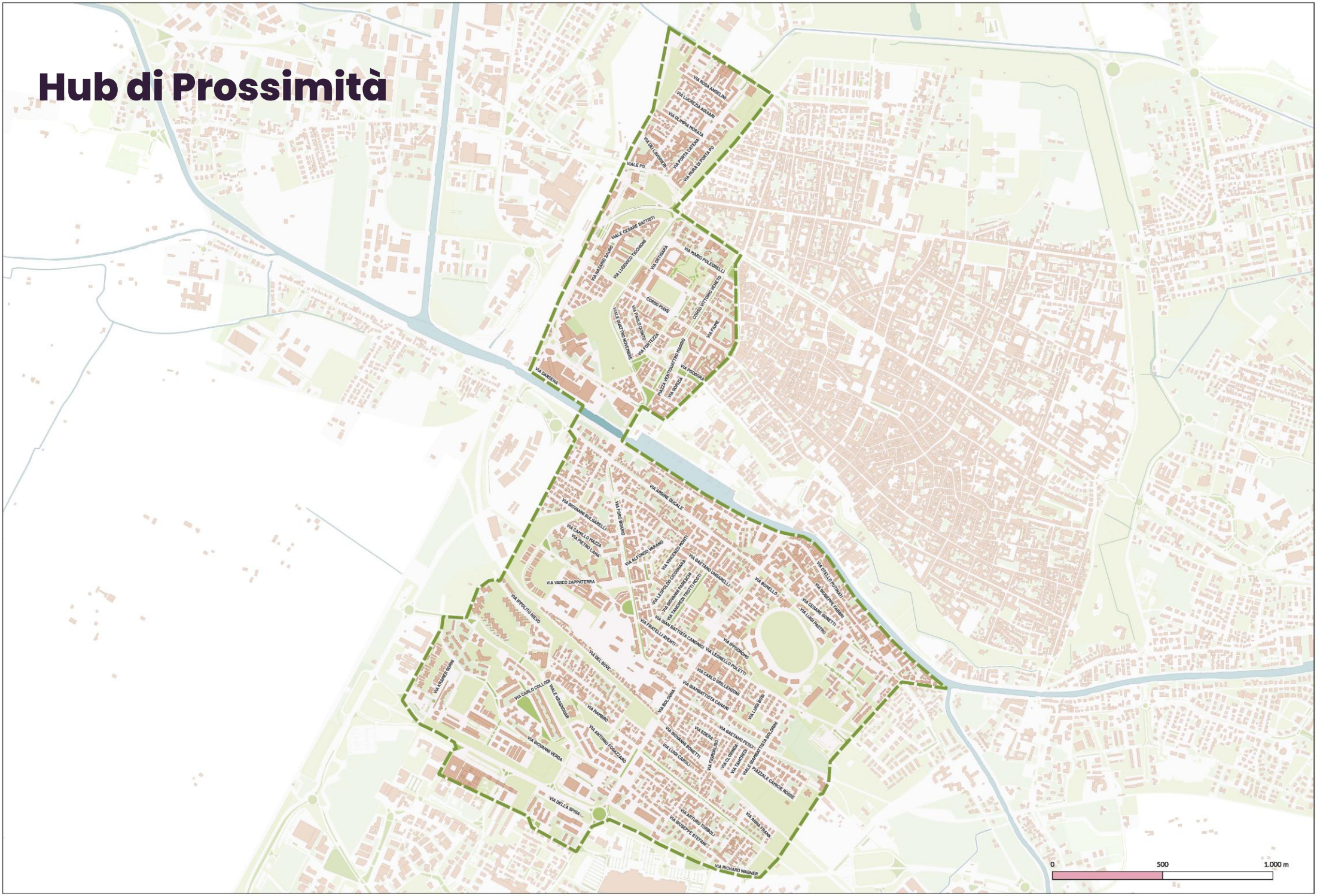Hub di Prossimità