exposure

Expo 2020 Dubai will be the first expo ever held in the Middle East and North Africa (MENA) region. The general theme of Expo 2020 will be 'Connecting Minds, Creating the Future' and its sub-themes will be sustainability, mobility and opportunity.

Through these themes, Expo 2020 will foster creativity, innovation and collaboration among the participating nations and organisations, and open up new horizons for future aspirations – connecting people to knowledge and innovation and helping them grow in a sustainable environment.

Scheduled to run from October 2020 to April 2021, Expo 2020 will host more than 200 participants from over 100 countries and is projected to attract more than 25 million visitors.

For both participants and organisers, the tasks involved in developing and realising a successful presence at immense global events like these present unique challenges and exceptional rewards. Beginning with the Vancouver Expo in 1986 and running through three decades to Expo 2017 Astana, Pico has turned the vision of numerous world expo participants into reality. Our work starts with the earliest phase of participants' strategies and proceeds through creative development, flawless implementation and the meticulous delivery of operational strategies.

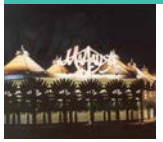
When the entire world is watching, trust your Expo 2020 participation to a global leader in world expo activation.

FOCUSED

With nearly 40 strategically-located permanent offices and production facilities on five continents, Pico is a global leader in activating world expos. Our long-standing presence in Dubai U.A.E. and our strong Pico MENA network spanning Bahrain, Egypt, Qatar and Saudi Arabia, has helped us develop an impressive portfolio in expo activation and numerous other world-class events.

By 2020, Pico's world expo credentials will reach the 100 pavilion milestone. The basis of our winning formula is our long-established global presence and our local links with governments, regulatory bodies, partners and vendors. When our capabilities in harnessing the power of ideas, our humanised technology and our vast production capabilities are added to the mix, we are unbeatable.

Using our capabilities to transform concepts into tangible reality, we deliver immersive audience engagements and brand experiences to audiences across the globe, helping our clients achieve their goals and showing the world the strengths of their nation or organisation.



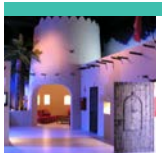
Vancouver 1986
Malaysia
Singapore
Thailand

Brisbane 1988
Hitachi
Philippines
Singapore
Thailand

Seville 1992
Indonesia
Thailand

Hannover 2000
Africa
Japan
Malaysia
Singapore
Thailand

Aichi 2005
Cambodia
Morocco
Qatar
Singapore



Zaragoza 2008
Malaysia
Qatar

Shanghai 2010
41 Pavilions
Urban Best
Practices Area

Yeosu 2012
Cambodia
Marine Life
Philippines
Singapore
and others

Milano 2015
Argentina
Brunei
Cambodia
Malaysia

Astana 2017
Belarus
France
Israel
Pakistan
Shanghai Cooperation
Organisation
Singapore
Sri Lanka

FRESH

Design and Development
Encompassing exhibition design, presentation planning, message and content development and approvals; our creative and project development teams are well versed in addressing cultural sensitivities and logistical challenges in pursuit of the ultimate goal: transforming our clients' visions into unique, engaging and practical realities.

Implementation
With our proven credentials and capacities in all exhibition and presentation disciplines, Pico ensures that every facet of your world expo participation vision is reflected in meticulous detail and created to an exacting standard. Our strong partnerships with leading architects and the best contractors and suppliers in the business guarantee cost-effective results.

Audio Visual, Multimedia, Social Media, Games and Apps
Our teams pride themselves on always being at the cutting edge of multimedia technology. Pico creates exciting and immersive exhibition environments by blending image, music, soundscapes, lighting and interactive elements. We offer cost-effective turnkey solutions for AV, media, lighting and audio systems, social media, games and apps and other specialist services, with the fundamental aim of designing an engaging and truly unforgettable experience for your guests.

Augmented Reality, Virtual Reality, Artificial Intelligence
We design and deliver interactive features that cut through the multi-channel clutter of our day-to-day existence – features that engage and connect with audiences and that produce fully-fledged visceral and virtual experiences. We activate touch-points through live and digital interactions to create immersive connections with the audiences.

Installation and Delivery
Our experienced teams of managers, craftspeople and technicians are committed to providing fully integrated world-class presentation and exhibition services that will meet the challenging demands of the expo 2020 environment. Pico will deliver on this service promise from initial concept through to final decommissioning.

Operation and Event Management
Pico's operations and event management teams offer proven experience and an unprecedented level of care and attention which will ensure the comfort of your guests and dignitaries at every point, from the organisation of guest services through to special one-off events. Our comprehensive operations programmes encompass everything our clients require; from host staff, to administrative, protocol, event and public relations support, to security, maintenance and cleaning personnel.

exposure //

Seamless end to end support, …all under one roof and all under control.

Country Pavilion//

Belarus Pavilion.
*France Pavilion.
**Israel Pavilion.
***Pakistan Pavilion.
****Singapore Pavilion.
Sri Lanka Pavilion.

International Pavilion//

Shanghai Cooperation Organisation Pavilion.

Expo 2017 Official Participants Awards by the Bureau International des Expositions
*Bronze Award for Theme Development for pavilions larger than 700 sq. m.
****Silver Award for Theme Development for pavilions under 400 sq. m.

Expo 2017 Awards by EXHIBITOR Magazine
*Editor's Choice
**Best Presentation
***Elements & Details (Honorable Mention)
****Best Small Pavilion (Honorable Mention)

BELARUS
PAVILION

ASTANA 2017

FRANCE PAVILION

Bronze Award for Theme Development for pavilions larger than 700 sq. m. at Expo 2017 Official Participants Awards by the Bureau International des Expositions; Editor's Choice at Expo 2017 Awards by EXHIBITOR Magazine

ISRAEL PAVILION

Best Presentation at Expo 2017 Awards by EXHIBITOR Magazine

Handicrafts

PAKISTAN PAVILION

Elements & Details (Honorable Mention) at Expo 2017 Awards by EXHIBITOR Magazine

SINGAPORE PAVILION

Silver Award for Theme Development for pavilions under 400 sq. m. at Expo 2017 Official Participants Awards by the Bureau International des Expositions; Best Small Pavilion (Honorable Mention) at Expo 2017 Awards by EXHIBITOR Magazine

SRI LANKA
PAVILION

ASTANA 2017

SCO
2017

SHANGHAI COOPERATION ORGANISATION PAVILION

Country Pavilion//
Argentina Pavilion.
Malaysia Pavilion.

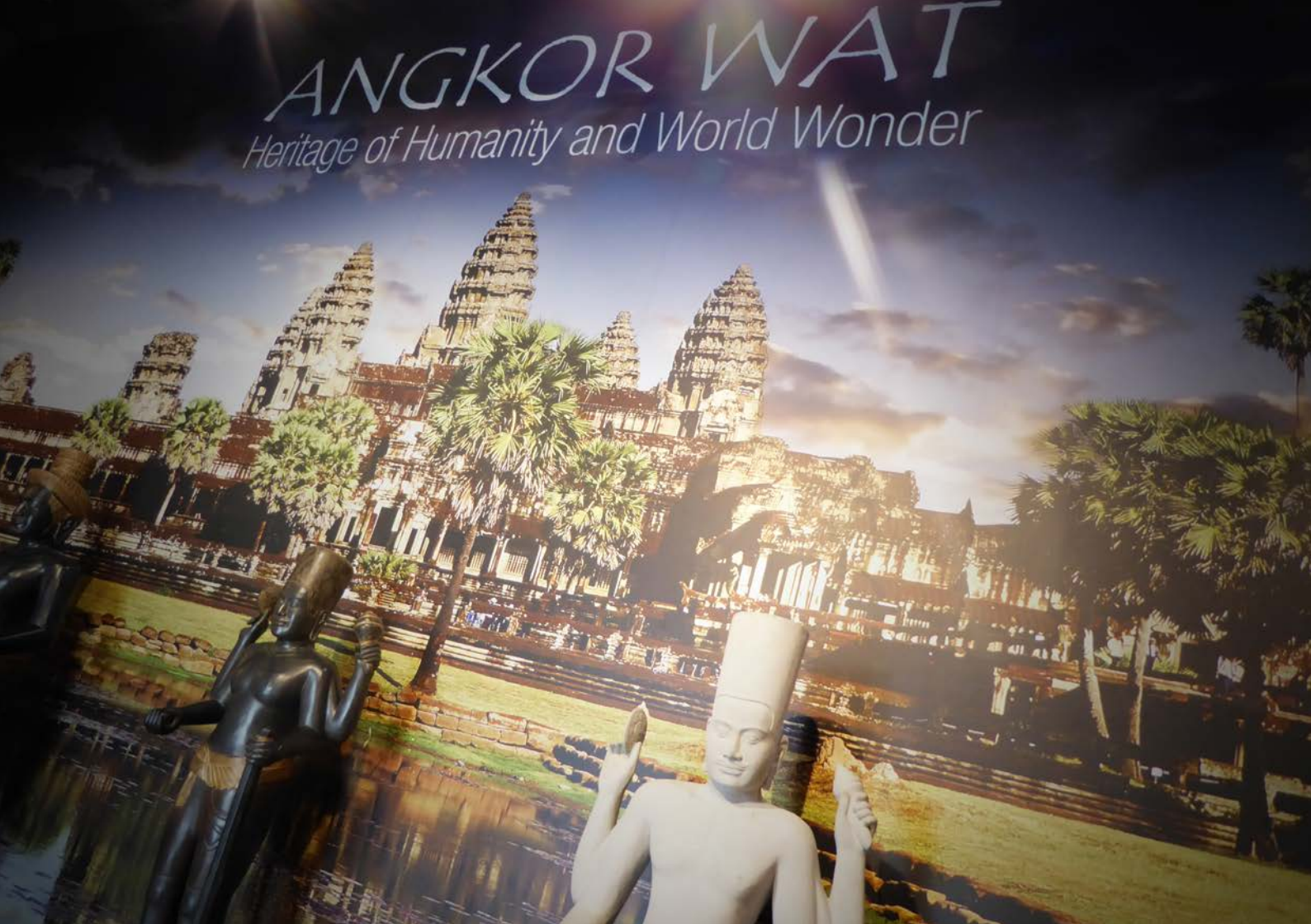
Clusters Pavilion//
Brunei Pavilion.
*Cambodia Pavilion.

Expo 2015 Official Participants Awards by the Bureau International des Expositions
*Silver Award for Theme Development

Argentina

ARGENTINA PAVILION

Brunei Darussalam
Benvenuto
Welcome
Selamat
Datang


ANGKOR WAT
Heritage of Humanity and World Wonder

CAMBODIA PAVILION

Silver Award for Theme Development in the Clusters Pavilion category at Expo Milano 2015 by the Bureau International des Expositions

MALAYSIA

MALAYSIA PAVILION

Theme Pavilion//
Marine Life Pavilion.

International Organisations Pavilion//
UN Joint Pavilion.

International Pavilion//
Cambodia Pavilion. *Lithuania Pavilion. Monaco Pavilion.
Nigeria Pavilion. **Philippines Pavilion.
***Singapore Pavilion. Sri Lanka Pavilion.

Local Governments Pavilion//
Jeonbuk Pavilion.

Expo 2012 Official Participants Awards by the Bureau International des Expositions
*Silver Award for Creative Display
**Gold Awards for Creative Display and Theme Development
***Silver Award for Theme Development

CAMBODIA PAVILION

맛과 멋의 한 상 가득
2012전북방문의 해
VISIT JEONBUK 2012, KOREA
한류의 원형도시, 전북
The Origin of Korea, Jeonbuk
새로운 문명을 여는 도시, 새만금!
The City of New Civilization, Saemangeum
전라북도
JEONBUK
33.91km
무주 반딧불축제

한류의 원형 도시, 전북
Jeonbuk, the origin of the
Korean culture wave

새로운 문명을 여는 도시, 새만금!
The City of New Civilization, Saemangeum

LITHUANIA PAVILION

Silver Award for Creative Display - Expo 2012 Official Participants Awards by the Bureau International des Expositions

Honourable Mention in the Best Exhibit of Small Pavilion category - Exhibitor Magazine Expo 2012 Awards

MARINE LIFE PAVILION

MONACO PAVILION

PHILIPPINES PAVILION

Gold Awards for Creative Display and Theme Development - Expo 2012 Official Participants Awards by the Bureau International des Expositions

Best Exhibit of Small Pavilion category - Exhibitor Magazine Expo 2012 Awards

SINGAPORE PAVILION

Silver Award for Theme Development - Expo 2012 Official Participants Awards by the Bureau International des Expositions

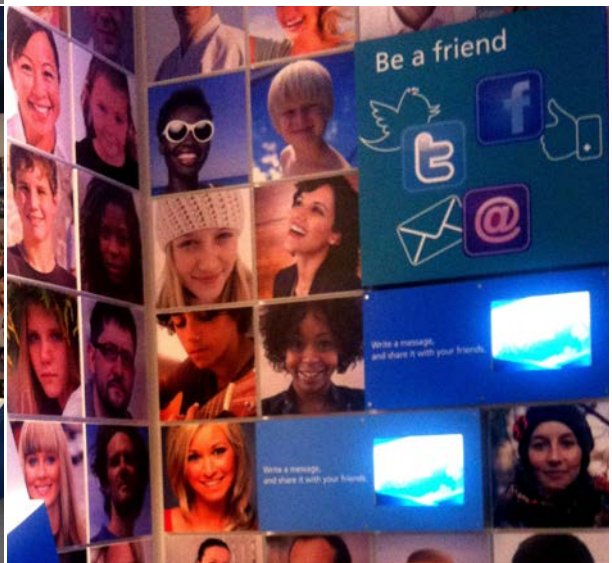
Best Activity of Interactive category - Exhibitor Magazine Expo 2012 Awards

강인석

UN JOINT PAVILION

SRI LANKA PAVILION

NIGERIA
PAVILION



RUSSIA
PAVILION:
EKATERINBURG
2020 EXHIBITION

Corporate Participants//
Cisco Pavilion. Oil Pavilion. Shanghai Corporate Joint Pavilion. Vanke Pavilion. Lenovo VIP Hospitality Centre.

Country/City/Province Participants//
*Algeria Pavilion. Canada Pavilion. Holland Pavilion. Macau Pavilion. Philippines Pavilion. Tianjin Pavilion. Tibet Pavilion. Turkmenistan Pavilion. United Arab Emirates Pavilion.

Africa Joint Pavilion//
Comoros. Ethiopia. Kenya. Lesotho. Madagascar. Mauritius. Mozambique. Namibia. Uganda. Zambia.

Asia Joint Pavilion//
Afghanistan. Bangladesh. **Jordan. Laos. Maldives. Yemen.

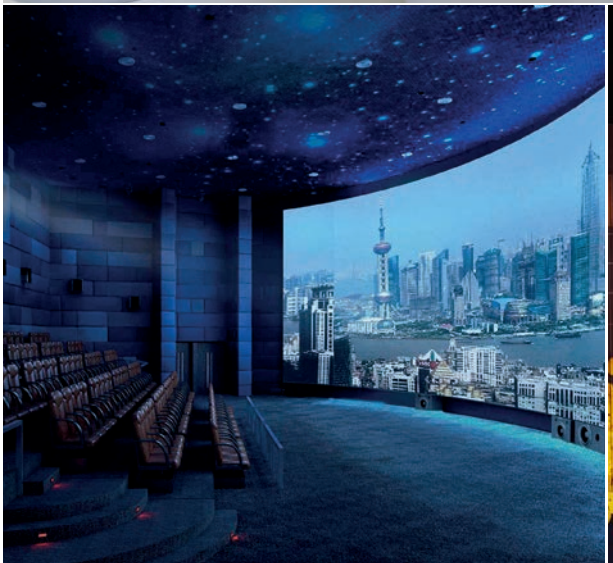
Europe Joint Pavilion//
***Cyprus. Georgia. Malta.

Urban Best Practices Area//
Basel/Geneva/Zurich Pavilion. Hong Kong Pavilion. Macau Pavilion. Paris Pavilion. Pondicherry Pavilion. Porto Alegre Pavilion. Taipei Pavilion. Vancouver Pavilion.

Expo 2010 Official Participants Awards by the Bureau International des Expositions
*Gold Award for Theme Development
** Bronze Award for Creative Display
*** Silver Award for Theme Development

SHANGHAI
CORPORATE
PAVILION
上海企业联合馆

SHANGHAI CORPORATE JOINT PAVILION



OIL PAVILION

智能互联生活
SMART + CONNECTED
L I F E
思科馆
CISCO PAVILION
CISCO

CISCO PAVILION

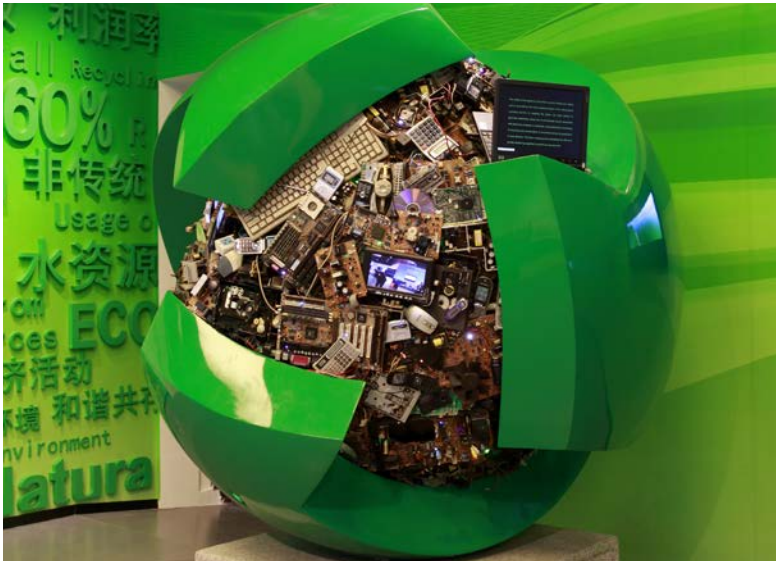
UAE PAVILION

Ranked 1st of Top 10 Must-Sees by Lifestyle magazine in June 2010

菲律宾
philippines

PHILIPPINES PAVILION

天津
TIANJIN



TIANJIN
PAVILION

SHANGHAI 2010

天上西藏
TIBET IN THE HEAVEN
西藏
TIBET

TIBET PAVILION

TURKMENISTAN PAVILION

香港 HK
DEPARTURE

HONG KONG PAVILION
//Urban Best Practices Area

BASEL/GENEVA/
ZURICH
PAVILION
//Urban Best
Practices Area

MACAU
PAVILION
//Urban Best
Practices Area

101 3D Theater
101 360度 3D劇院
台北市政府

TAIPEI
PAVILION
//Urban Best
Practices Area

Cambodia Pavilion

Morocco Pavilion

Qatar Pavilion

Singapore Pavilion

CAMBODIA
カンボジア

CAMBODIA PAVILION

MOROCCO

MOROCCO PAVILION

AICHI 2005

カタール
QATAR

QATAR
PAVILION

AICHI 2005

WORLDWITHOUTWALLS
A UNIQUELY
Singapore
Experience
ユニークなシンガポール体験
visitsingapore.com

SINGAPORE PAVILION

Zaragoza 2008//
Malaysia Pavilion. Qatar Pavilion.

Hannover 2000//
Africa Pavilion. Malaysia Pavilion.
Singapore Pavilion. Thailand Pavilion.

Seville 1992//
Indonesia Pavilion. Thailand Pavilion.

Brisbane 1988//
Hitachi Pavilion. Philippines Pavilion.
Singapore Pavilion. Thailand Pavilion.

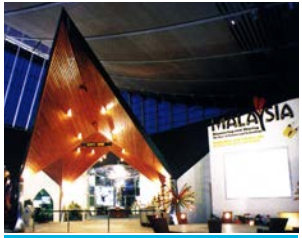
Vancouver 1986//
Malaysia Pavilion. Singapore Pavilion. Thailand Pavilion.

<< AFRICA PAVILION
Hannover 2000

<<THAILAND PAVILION
Hannover 2000

INDONESIA PAVILION >>
Seville 1992

MALAYSIA PAVILION >>
Zaragoza 2008



<< MALAYSIA PAVILION
Hannover 2000

<<SINGAPORE PAVILION
Hannover 2000

QATAR PAVILION >>
Zaragoza 2008

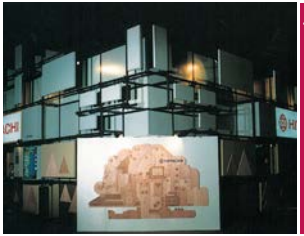
<< SINGAPORE PAVILION
Vancouver 1986

<< THAILAND PAVILION
Seville 1992

PHILIPPINES PAVILION >>
Brisbane 1988

SINGAPORE PAVILION >>
Brisbane 1988

<< THAILAND PAVILION
Brisbane 1988



<< HITACHI PAVILION
Brisbane 1988

MALAYSIA PAVILION >>
Vancouver 1986

THAILAND PAVILION >>
Vancouver 1986

Expertise and Resources

Exhibitions Activated by the Spectrum of Our Creativity
We have earned an unparallel reputation with the flair for turning creative concepts into reality. Our turnkey, concept-to-knockdown services make anything and everything possible for bringing your exhibition space to life.

Events to Engage Audience with Long-Lasting Memories
We create and oversee events, embrace initial concepts and provide essential on-site support services. Meticulous planning and flawless management are basics of any important journey. We employ state-of-the-art multimedia facilities, while our event management specialists blend stunning visuals, music, choreography and special effects to create memories that linger long after the event.

Timeless Technological and Digital Solutions
Our exceptionally talented network of strategists, industry experts, technologists and creative directors is backed by a powerful delivery team, producing unique through-the-line solutions that use cutting-edge digital, social and interactive technologies like augmented reality, virtual reality and artificial intelligence. We enhance immersive engagements and inspire pure delight in audiences everywhere.

Overlays for Venues of Every Size and Type
With extensive experience in mega events like 2004 Athens Olympics, 2006 IMF World Bank Meetings, 2012 London Olympics, and 2008-2017 Singapore F1 Grand Prix, we provide temporary facilities such as multi-tiered spectator stands, fully-functioning cabins, hospitality suites and other custom-made furniture.

Interior Design That Balances Form and Function
Our teams are renowned for designing and building functional interiors and facades that make powerful signature statements in styles, materials and colour schemes which comply with the most precise corporate guidelines.

Truly Timeless Museums and Themed Attractions
From initial research and concept development to complex engineering, our teams are well versed in the creation of genuinely fascinating and engaging environments. Using special fabrication, rockwork, scenic and mural painting, animatronics, dioramas and interactive AV programmes, we can bring your themed environments to life.

Brand Signage That Adds Value to Your Brands
With some 100,000 sqm of world-class production facilities on three continents, we can meet your display, showroom and street furniture needs. Our signage experts have worked extensively with global interior and exterior signage systems for many international companies and retail brands.

Global Credentials//

1. At the first-ever European Games, some 6,000 athletes from 49 nations across Europe together made history in the city of Baku, Azerbaijan. Pico is proud to have provided design and construction for overlay work at both the Road Cycling and Triathlon venues and be part of the history. – Baku

2. An extensive array of facilities included 40,000 sqm of tenting, 800 chemical toilets, 80,000 sqm of carpets and pavements, 13,000 prefabricated houses, 66,000 metres of fencing and 1,500 flag and banner poles were provided for Torino Winter Olympics 2006. Other facilities included multi-tiered spectator seating, fully-functioning tentage and pagodas, restaurants, kitchens and catering facilities, commentators' cabins, indoor and outdoor carpets and floorings were also built. – Torino

3. Pico provided a wide range of temporary infrastructure for the XXII Olympic Winter Games and XI Paralympic Winter Games, including tents and fencing. We also took on a project management role, overseeing all work related to overlays installation at the Coastal Cluster and its magnificent Sochi Olympic Park. Pico also provided 53 tents across both the Coastal and Mountain clusters, with the biggest tent – a massive 3,750 sqm – being located at Olympic Park. These tents included interior fit-out, heating and ventilation. – Sochi

4. Pico provided the overall track infrastructure and facilities, pit lanes, race control rooms and corporate suites, and turning a portion of the Central road network into a fast but secure two-kilometre urban circuit for 2016 FIA Formula E HKT Hong Kong ePrix. We also played a significant role in the project management of all hospitality facilities, e-villages, grandstands and media centres. – Hong Kong

5. Pico's subsidiary MPI was appointed to organise the International Textile Machinery Association's Exhibition (ITMA 2011) in Barcelona. With 200,000 sqm of gross exhibition space, it recorded 1,355 exhibitiors from 45 countries, and trade visitorship of over 100,000 from 140 countries. With such a success, MPI has been appointed to organise the next edition of ITMA 2015 in Milan. – Barcelona

6. At the 2012 London Olympics, Acer needed to balance high-profile branding with providing an invaluable service to Olympic and Paralympic athletes. The Acer Internet lounges at the Athletes' Villages offered athletes who were far from home free internet access and a place to unwind, while the 1,200 sqm Acer Pavilion gave visitors to the Olympic Park a series of thrilling and unforgettable experiences, showcasing mankind's great sporting and technological achievements. – London

7. Pico was involved in the creation of 19 floats for the Lotte World Adventure multimedia night parade, providing professional lighting, fabrication and vendor management services. A150-strong team was engaged in every performance, working alongside some of the biggest names in song-writing, puppeteering and production. – Seoul

8. As well as supplying and installing over 50,000 sqm of fully functioning tents and prefabricated houses for Athens Olympics 2004, Pico also installed an impressive fully air-conditioned two-storey 1,200 sqm steel and plexiglass structure for McDonald's. – Athens

9. Pico delivered a number of World Cup-related activations in Rio de Janeiro. At Rio's Modern Art Museum we set up the 1,100 sqm House of Russia, a themed venue supporting the Russian team and promoting Russia as the host country for the next World Cup. The Parque da Bola Rio at the Jockey Club was the site of the Japan Pavilion, which provided a showcase of Japanese culture, tourism food and hospitality, and the 150 sqm official fan shop. – Rio de Janeiro

10. Pico activated the presence of several global giants at the 2016 Rio Olympic Games. We supported Worldwide Olympic Partner Procter & Gamble, helping creating the 2,000 sqm P&G Family Home. We also designed and built the BBC's broadcasting studio, and provided catering tents for kitchens for both competition and non-competition venues for NBC, the US broadcast rights holder for Rio 2016. – Rio de Janeiro

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11. The new Ferrari showroom had to be fully compliant with the prancing horse's global corporate identity standards. We completed the 14,000 sqm showroom within a challenging timeline of only three weeks for its Singapore Grand Prix opening. – Singapore

12. The 2008 "Journey of Harmony" was the longest and highest Olympic torch relay ever, travelling 137,000 km and taking four months to complete. Mountaineers in Tibet Autonomous Region even carried the flame to the top of the world at the 5,200 metre-high Mount Qomolangma. Pico was entrusted to provide logistics management support for its leg of the nationwide torch relay which visited 130 Chinese cities including Beijing. – China

13. Ocean Park Jellyfish exhibit was designed and built in the form of eight scenes with cylindrical jellyfish tanks, LCD monitors and a laser zone to show a collection of more than 1,000 sea jellies worldwide. For children, there is an effective "touch and go" interactive zone to play with jellyfish, which float away when the screen is touched. – Hong Kong

14. We provided logistics and infrastructure support for 2006 IMF World Bank Meetings which included the provision of 1,032 double-storey office suites, complete with interior fitout, air-conditioning, lighting, electricity, and telephony for the 16,000 delegates attending the conference. An additional 25 facilities were delivered which included the plenary stage, press centre, registration hall, security command, provision of large format banners and posters, signage works, temporary hoarding, furniture, equipment and supplies, landscaping, key installation and power supply. – Singapore

15. Pico and its subsidiary MP International handled the prestigious APEC meetings in Singapore. A total of 25,000 sqm of temporary offices and facility offices, including media centre, transport and operations hub, were created to support the Leader's Week. We also created temporary infrastructure and tentages to accommodate some 180 aides from 20 economies for the Economic Leaders' Meeting. For the Singapore Evening, we conceptualised and planned the programme for 1,300 delegates to mark the closing of the 2009 APEC meetings. – Singapore

16. The challenge for Pico was to deliver an outstanding studio for BBC Sport, which provided a professional look and feel and invoke a celebratory atmosphere to mark 90 years of live broadcasting from the world-famous Championships at Wimbledon. – London

17. Singapore National Day Parade was held in Marina Bay. The stage set was situated on the largest floating platform in the world. It transformed the new downtown into a bay of celebrations where people watched the parade from various vantage points along the waterfront. We fabricated the orchestra pit, Presidential Dias, lighting towers and audio towers, and provided temporary seating and jetty complete with specialised painting and finished works. The massive stage, supporting 25m high towers on a floating platform, was built with dedication. – Singapore

18. Organised by Pico subsidiary MP Singapore, the inaugural Singapore Art Fair (ME. NA.SA. ART) highlighted art from these regions in 59 galleries, laying the foundation for what will become one of Asia's most iconic art events. One highlight for Pico was our provision of sponsorship activation to the fair's official champagne partner, Perrier-Jouet, and our conceptualisation and build of their official VIP lounge. – Singapore

19. Pico and our partner were commissioned to design and build the themed elements and area development works for the Egypt, Lost World, Hollywood and New York Zones in Universal Studio Singapore, including the design and build of life-sized T-Rex skeletons and sculptures. – Singapore

20. Pico was appointed for the third time as the official contractor for Art Central Hong Kong 2017. Tasks for the Pico team included the delivery of over 2,000 linear metres of walling, provision of a full range services to the show's 100-plus galleries, delivery of exclusive tent branding, and a VIP lounge and bar, all designed by an internationally-renowned UK architect. – Hong Kong

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21. The 2014 edition of the ITU Telecom World was held in Doha, Qatar. Pico acted as the technical service provider during the show and built a shell schemes for the nearly 1,400 sqm show but also was appointed to create a turnkey event management solution. – Doha

22. Pico helped a globally-significant media group, the Indian Today Group, create new television studios for one of its television holdings – TV Today. Adhering to strict standards and pre-testing the full-length backlit lightboxes and all studio colours to ensure that they were suitable for broadcast was part of the job, as was making sure all fitting details were checked and approved by the client. – Noida

23. Pico designed, created and project managed Samsung's first Industry Solutions Experience Centre in Shanghai, marking a new era in the development of Samsung's business in China. Divided into eight sections, the 470 sqm centre provides Samsung's business customers with innovative, leading-edge solutions in a high-tech, high-quality environment. – Shanghai

24. Gigantic laminated Buddha statue with overhead lighting provides a new perspective at Ngong Ping Theme Village. – Hong Kong

25. This custom designed, specially modified, expandable 53-foot, mobile pavilion traveled through the North American Motodriven Tour. – North America

26. Swarovski has been using Pico "Red and Blue concepts" globally since 2009. We also implemented an inaugural "Swarovski Crystal Forest Theme" in India, providing a complete solution for retail shops in Chennai Express Mall and Mumbai Palladium. – India

27. Pico's unique creative approach resulted in an exhibit that achieved Kawneer's marketing goals and set a new standard in the exhibition industry. It was built 100% from recyclable or sustainable materials. The exhibit was a testament to Kawneer's commitment to green initiatives and their focus on being an industry leader that provides sustainable solutions and products that can contribute to LEED certification. – Phoenix

28. To commemorate the King of Thailand's 60th anniversary of accession to the throne, a 140,000 sqm exhibit space was constructed. The project included the development of an all-inclusive plan which transformed the history into a multimedia live musical infused with music and lyrics. – Bangkok

29. Pico was engaged by organiser Rugby Singapore Pte Ltd to provide full event management of the 2017 HSBC Singapore Rugby 7s. The team also created an active, multifaceted online presence encompassing ticketing from a purpose-built website, and specially generated content – the mix including interviews, regular updates, videos, contests and more – for Facebook, Instagram and Twitter. – Singapore

30. The Ministry of Interior in Bahrain appointed us to design, produce and construct the multimedia set for the Bahrain National Charter Monument Ceremony. We also designed and constructed the event stage décor, composed music, designed the projection, sound and lighting system in the amphitheatre, supplied a musical pyrotechnics and aerial fireworks display and an impressive Royal Grandstand. – Bahrain

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Global Network//

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activate@pico.com

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