

CINEMINN
MEDIA CO

FREE BOOK

Win the Next Listing on Your Phone

Listing photos and video the next seller notices, shot on the phone you already own.



Julian Lundgren
Nine years as a Twin Cities agent. Founder, Cineminn Media Co.

Read this first

I sold real estate in the Twin Cities for nine years before I picked up a camera. Since 2018, our crews have shot nearly 2,000 Twin Cities listings. This book is how we shoot a house, rewritten for the phone in your pocket.

Why would a media company teach you to shoot your own listings? Because plenty of listings don't need a crew. Some do, and Chapter 13 tells you which ones. For the rest, I'd rather your photos be good. Every listing you post is a listing presentation for the next seller who sees it.

Short on time? Read Chapters 3, 4 and 6, then print the two cards at the back and keep them in your car.

The photos in this book come from Cineminn listings and were shot by our crews. The diagrams show where to stand.



Julian Lundgren
Founder, Cineminn Media Co · Rated 5.0 on Google

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01

Chapter 1 · 3 min

Your phone is enough for most listings

What a phone does well now, what it still gets wrong, and the four habits this book fixes first.



A recent phone can take listing photos that hold up on the MLS and on every site your listing feeds. It blends the bright and dark parts of a room on its own. If your camera screen has a 0.5x button, you have an ultra wide lens that fits a whole room. It shoots 4K video, and a $55 gimbal makes that video smooth.

What still goes wrong is how the phone is held. Most weak listing photos come from four habits:

1. **Shooting from eye level or higher.** The floor takes over and the furniture looks small. Chapter 4 fixes it.

2. **Tilting the phone.** Walls lean in or out and the room looks off. Chapter 3 turns on the level that fixes it.

3. **Standing in the middle of the room.** You see one wall. From a corner you see two or three, and the room reads as a room.

4. **Shooting with the lights off.** Rooms look gray and cold. Chapter 2 is the 20-minute prep list.

Buyers look at the photos first

81% of buyers rated listing photos “very useful” in their home search.

Source: NAR 2025 Profile of Home Buyers and Sellers — rirealtors.org

A phone falls short on a few jobs: drone photos, twilight covers, very big or very dark homes, measured floor plans and 3D tours. Chapter 13 covers each one and tells you when to hand it off.

02

Chapter 2 · 4 min

Get the house ready in 20 minutes

Send this list to your seller two days ahead, so most of it is done when you walk in.

Text your seller (copy and paste)

Hi [Name], photos are set for [day] at [time]. The two things that help most: clear the kitchen counters and turn on every light before I get there. I'm sending the full list now. Thank you.

Outside

- Cars out of the driveway and off the street in front
- Garage doors closed
- Trash and recycling bins out of sight
- Hoses coiled, toys and tools put away
- Walk and front steps swept
- Porch light on

Kitchen

- Counters clear except two or three nice things
- Nothing on the fridge doors
- Dish rack, sponges and soap under the sink
- Towels off the oven handle
- Small appliances put away

Living and dining

- Blinds open to the same height
- Remotes, cords and chargers hidden
- Pillows and throws straight
- Dining chairs pushed in evenly

Bedrooms

- Bed made and smooth
- Nightstands down to a lamp
- Clothes off chairs and floors
- Closet doors closed

Bathrooms

- Toilet lid down
- Counters clear
- Towels folded or put away
- Shower curtain straight
- Bath mats picked up

Whole house

- Every light on, lamps and stove hood too
- Ceiling fans off (they blur)
- TVs off
- Family photos and mail put away
- People and pets out of every shot

Check your MLS photo rules

Every MLS has its own. In the Twin Cities, NorthstarMLS says listing photos and videos should not include people or pets, and no broker, agent or builder signs or promotional material may appear in a photo. Look up your MLS's rules once and keep them handy.

Source: NorthstarMLS Photo Rules — **resources.northstarmls.com**

03

Chapter 3 · 3 min

Set up your phone in 2 minutes

Do this once, before your next listing. Steps are for iPhone; most Android cameras have the same settings with different names.

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1. **Wipe the lens.** A smudge from your pocket makes every photo hazy. Use a glasses cloth or a soft shirt.

2. **Turn on Grid and Level.** Open Settings, tap Camera, then turn on Grid and Level. On Android, open the camera's settings and turn on grid lines. The grid is how you keep walls straight.

3. **Hold the phone sideways for photos.** Listing photos are horizontal. Vertical is for reels (Chapter 8).

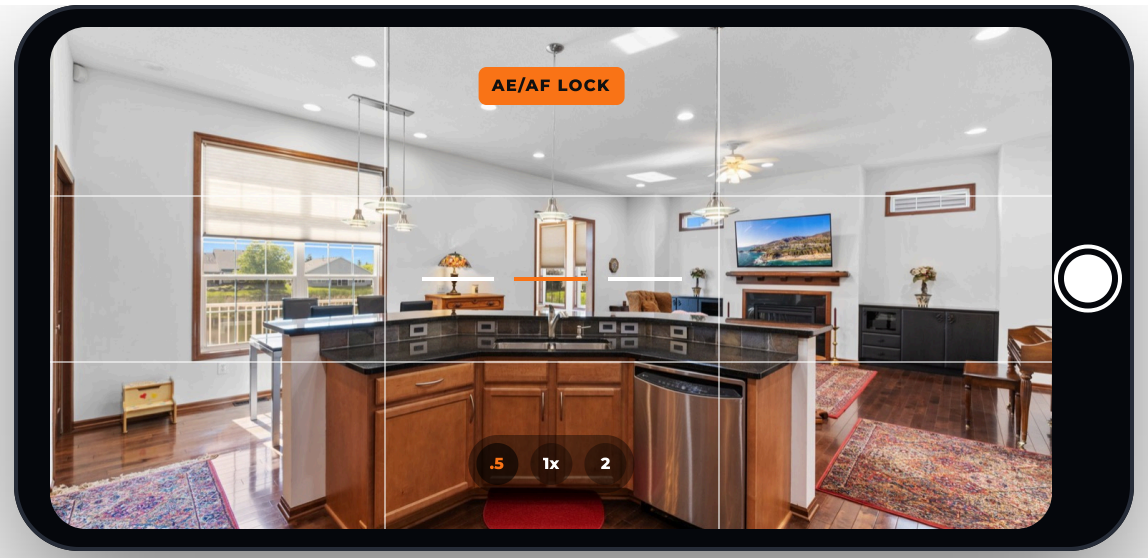
4. **Tap 0.5x for rooms.** Use 1x for small spaces and details where 0.5x bends the edges. Don't pinch to zoom past a lens: it crops the photo and you lose detail.

5. **Turn the flash off.** Flash makes rooms flat and shiny.

6. **Keep your Photographic Style on Standard.** A style changes color on every photo until you change it back. Listings need true color.

7. **Lock exposure on the room, not the window.** Touch and hold on a wall until you see AE/AF Lock. If the windows look white, drag the sun icon down a little.

Source: Apple iPhone User Guide, Use camera tools and Camera basics — **support.apple.com**



What your screen should look like: sideways, grid on, level centered, 0.5x picked, exposure locked.

Two settings you can skip

Apple ProRAW. It works on Pro iPhones only and makes files many times larger. Skip it unless your editor asks for it.

Manual camera apps. Apple's free Final Cut Camera app gives you manual shutter, ISO, white balance and focus. Nice to have. The built-in camera with these settings is enough.

Source: Apple Support, About Apple ProRAW — **support.apple.com**; Final Cut Camera — **apps.apple.com**

04

Chapter 4 · 7 min

Where to stand, room by room

Three rules, then a plan for every room. Most of what makes a photo look hired-out happens here.

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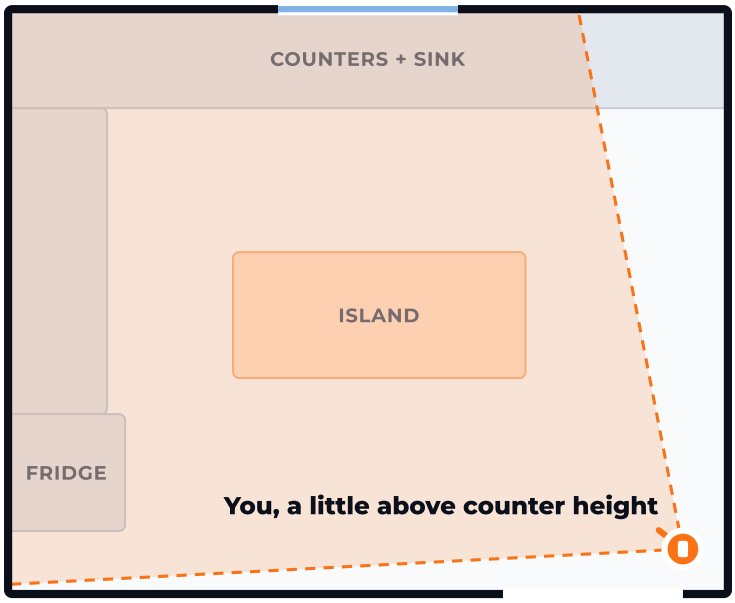
1. **Shoot from a corner or a doorway.** Back into it so the photo shows two or three walls. One wall looks like a hallway.

2. **Hold the phone at chest height.** Eye level makes the floor huge. In kitchens and bathrooms, go a little above counter height so you see the counters, not the tops of the cabinets.

3. **Keep the walls straight.** Hold the phone straight up and down. If the level isn't centered or the walls lean against the grid lines, fix it before you tap.

The kitchen

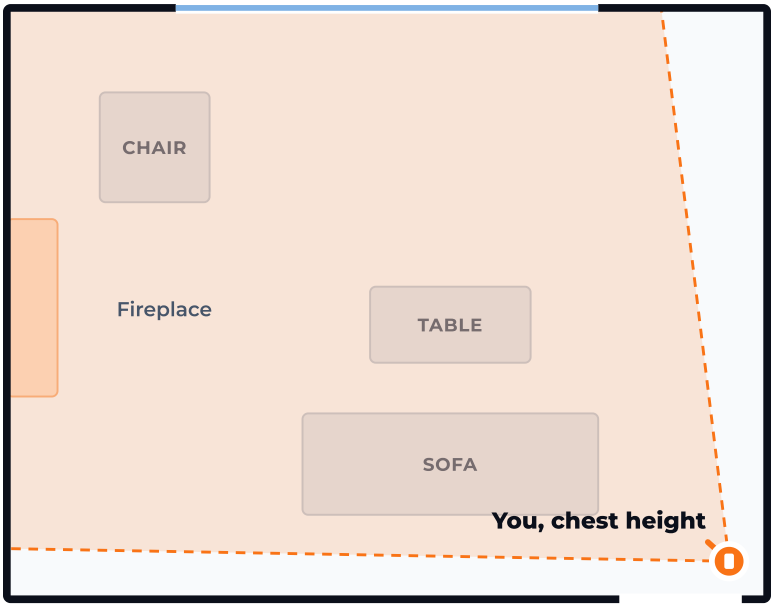
3 to 4 photos



Stand in the corner across from the sink so the island sits in front and the counters run along the back. Then take one from the other end, and one or two details at 1x.

The living room

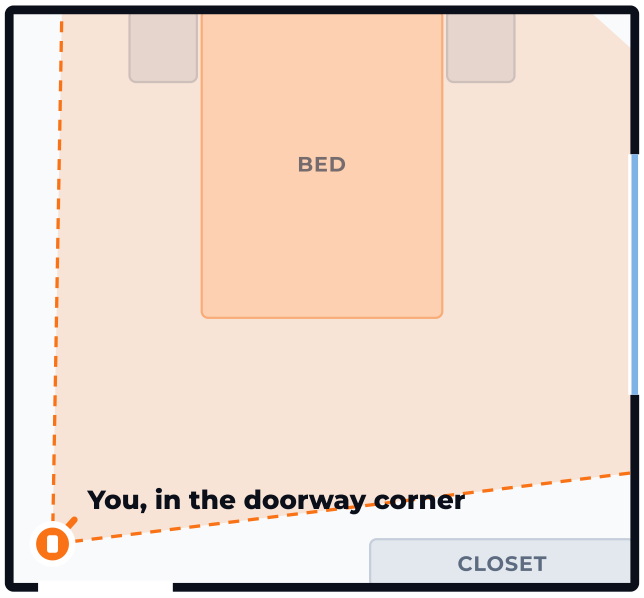
2 to 3 photos



From the corner by the entry, aim toward the windows and the fireplace. The sofa at an angle shows its shape. Take a second photo from the opposite corner, looking back.

Bedrooms

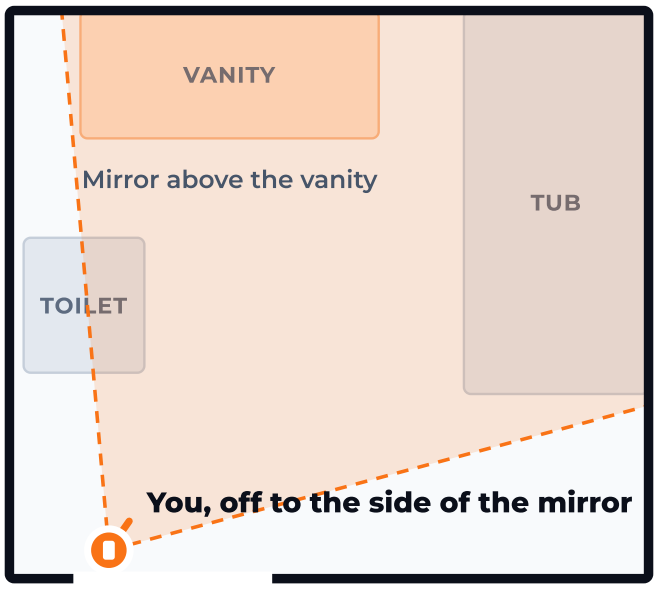
2 photos



From the doorway corner the bed sits at an angle, so you see its side, the nightstands and the window. Straight-on bed photos look flat. Other bedrooms get one photo each from the same spot.

Bathrooms

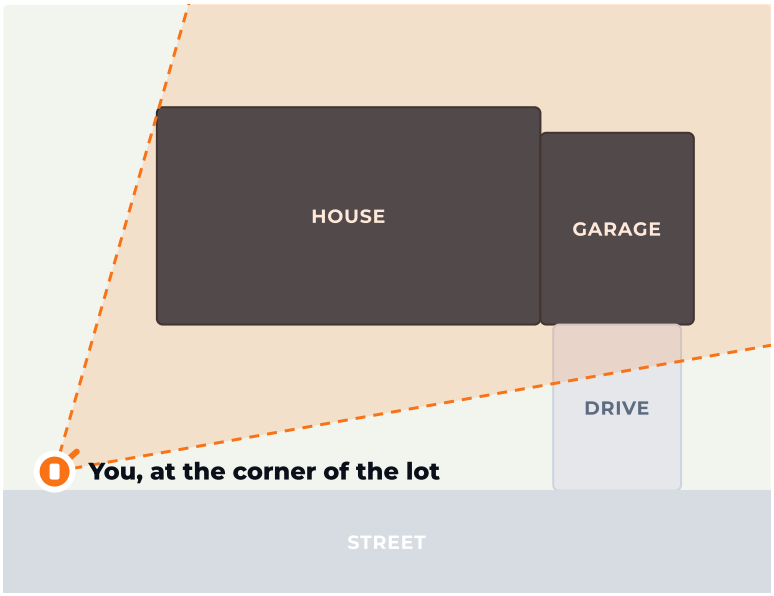
1 to 2 photos



Stand in the doorway and step to one side so you're not in the mirror. Show the vanity and the tub or shower in one frame. Toilet lid down, every time.

The front of the house

2 to 3 photos



Stand at the corner of the lot (or across the street) so you see the front and one side of the house. Keep the sky in the top part of the frame and step back until nothing is cut off.

The full shot list

ROOM	WHERE TO STAND	PHOTOS	WATCH FOR
Front	Corner of the lot, front and one side showing	2–3	Cars, bins, your shadow
Entry	Just inside the door, looking in	1	Shoes, coats
Living room	Corner by the entry, toward windows or fireplace	2–3	Cords, remotes, TV on
Kitchen	Corner across from the sink, above counter height	3–4	Counters, fridge doors
Dining	Corner, table at an angle	1–2	Chairs out of line
Primary bedroom	Doorway corner, bed at an angle	2	Bed not smooth

ROOM	WHERE TO STAND	PHOTOS	WATCH FOR
Other bedrooms	Doorway corner	1 each	Toys, open closets
Bathrooms	Doorway, to one side of the mirror	1–2	You in the mirror
Lower level, bonus	Corner by the stairs	1–2	Storage piles
Laundry, mudroom	Doorway	1	Laundry
Back yard, deck	Back corner of the yard toward the house, then one from the deck looking out	2–3	Hoses, grill covers
Details	Close, at 1x	3–5	Only what sells: fireplace, built-ins, the view

Upload in walking order

Aim for 25 to 40 photos. Put the cover photo first (Chapter 6), then upload the rest in the order a buyer would walk in: front, entry, living, kitchen, dining, bedrooms, baths, lower level, back yard, then details.

05

Chapter 5 · 3 min

Light: when to shoot and what to turn on

Daylight inside, sun on the front outside, every light on.



Inside

- [ ] **Shoot in daylight with every light on.** Lamps, pendants, under-cabinet lights and the stove hood too. The rooms look warm and lived in.
- [ ] **Open every blind to the same height.** Uneven blinds are the first thing people notice.
- [ ] **Cloudy days are fine for inside.** Soft light means fewer harsh shadows.
- [ ] **If the windows go white, re-lock exposure on a wall and drag the sun icon down a little.** Or turn so the windows are at your side instead of straight ahead.

Outside: shoot the front when the sun is on it

THE FRONT FACES	BEST TIME TO SHOOT IT
East	Morning
South	Late morning or early afternoon

THE FRONT FACES	BEST TIME TO SHOOT IT
West	Afternoon
North	A bright overcast day, or midday when the sun is highest

Not sure which way the front faces? Stand at the front door, look out at the street, and open your phone's compass app. Don't shoot straight into the sun: you'll get glare and a dark house. A gray sky can be swapped for blue by an editor (Chapter 11).

06

Chapter 6 · 2 min

The cover photo

It's the photo buyers see in search results and the one your seller shares with everyone. Pick it on purpose.



The front at an angle

Best for most houses. Shot from the corner of the lot, with the front and one side showing and the sky in the top part of the frame.

The best room

For condos, townhomes and houses with a plain front. Usually the kitchen or the living room with the windows.

Before you pick it

- [ ] Walls and corners straight up and down
- [ ] Horizontal, never vertical
- [ ] Sky showing on exteriors
- [ ] No cars, bins or signs in the frame
- [ ] Lights on inside

- [ ] Sharp: tap to focus before you shoot
- [ ] As bright as you can get it without white windows

The cover a phone can't do well

A real twilight cover is shot just after sunset, with every light balanced room by room. Phones struggle in that light. If you want one, see Chapter 13.

07

Chapter 7 · 4 min

Edit on your phone in 10 minutes

Five edits, in this order, with free apps.

Apple Photos

Built in and free. Edit, then Crop, then the straighten, vertical tilt and horizontal tilt buttons fix leaning walls.

Snapseed

Free from Google, no subscription. Its Perspective tool fixes walls and buildings that lean.

Lightroom mobile

Free app. The automatic straighten tool (Geometry) and masking are Premium, from $49.99 a year on the App Store.

Source: App Store listings and Apple iPhone User Guide, checked Oct 28, 2026 — Snapseed · Lightroom · Apple Photos

1. **Straighten.** Walls and door frames straight up and down. This one edit does the most.
2. **Brighten.** Raise exposure until the room looks the way it does to your eye.
3. **Fix the color.** White walls should look white. Lower the warmth if they look yellow, raise it if they look blue.
4. **Shadows up, highlights down.** This brings back the windows and the dark corners.
5. **Crop.** Trim anything at the edges that pulls your eye out of the room, like half a door frame.

Edit one photo from each room, then copy those edits onto the rest of that room's photos. In Apple Photos, open the edited photo, tap the More button and choose Copy Edits, then select the other photos and paste.

Do

- Fix lean, color and brightness
- Swap a gray sky for a realistic blue one
- Remove things that leave with the seller: cords, a trash can, a car
- Label virtual staging the way your MLS asks

Don't

- Remove things that come with the house: power lines, cracks, water stains
- Paint the lawn green or fake a view
- Add text, logos or your phone number
- Use filters that change the colors

Why no text or logos

MLS rules usually ban it. NorthstarMLS, for example, says any text on listing photos can't be promotional or include branding or contact info.

Source: NorthstarMLS Photo Rules — **resources.northstarmls.com**

08

Chapter 8 · 6 min

The 60-second listing reel

Ten clips, five moves, one minute. Shoot it in 20 minutes after the photos.

1. **Hold the phone vertical.** Reels, Stories, TikTok and Shorts are all vertical.
2. **Shoot 4K at 30 fps.** On iPhone, tap the resolution and frame rate at the top of the Video screen to change them.
3. **Turn on Lock White Balance.** Settings, Camera, Record Video. On supported iPhones this keeps the color from shifting room to room.
4. **Leave Enhanced Stabilization on.** It's on by default on supported iPhones. Action mode is steadier, but it works best in bright light and tops out at 2.8K.

Source: Apple iPhone User Guide (iOS 27), Change video recording settings — **support.apple.com**

The five moves

Push in

Walk slowly toward the room's best feature.

Pull out

Walk backward away from it. Great for the back yard.

Slide

Walk sideways past something, phone pointed at it. Islands and long counters.

Reveal

Start on a wall or door frame, then move to show the room.

Pan

Stand still and turn slowly. Use it once, in the biggest room.

How to walk

Small steps, soft knees, heel to toe. Hold each clip for 3 to 5 seconds.

The 10-clip shot list

#	CLIP	MOVE
1	Front of the house from the street	Push in
2	Front door opening, shot from inside	Still
3	Entry into the main room	Reveal
4	Living room	Pan toward the windows
5	Kitchen	Slide along the island
6	One kitchen detail	Push in at 1x
7	Primary bedroom	Reveal from the doorway
8	Primary bath	Push in
9	Back yard or deck	Pull out from the house
10	Closing shot: you on camera, or the front again	Still, on a tripod

If you're on camera

Keep it to three lines: who you are, the address, one reason to book a showing. Face a window so the light is on your face, and clip on a wireless mic: the phone's own mic picks up echo in an empty room.

Say this (about 10 seconds)

> Hi, I'm [Name] with [Brokerage]. This is [Address] in [Neighborhood]. Wait until you see the kitchen.

Two versions: MLS and social

Many MLSs keep people out of listing media. NorthstarMLS, for example, says photos and videos of the listed property should not include people or pets. Post the version with you in it on social, and a property-only cut where the MLS allows video.

Source: NorthstarMLS Photo Rules — **resources.northstarmls.com**

Putting it together

Instagram's free Edits app adds captions automatically and exports 4K with no watermark. CapCut is free too, with a Pro plan at $19.99 a month. Use the music built into the app you post from, so it's licensed. Or send us the clips and we'll edit it (Chapter 11).

Source: App Store listings, checked Oct 28, 2026 — **Edits** · **CapCut pricing**

09

Chapter 9 · 3 min

Refresher photos for a listing that sits

New photos are the cheapest thing you can change before you talk about price.



Refresh the photos when

- [ ] **The season changed.** Snow in the cover photo in April, or fall leaves in June.
- [ ] **Showings slowed down.** Two or three quiet weeks is a good trigger.
- [ ] **You're about to talk about a price cut.** Refresh first, so the new price launches with new photos.
- [ ] **The seller changed something.** Paint, carpet, staging, a finished project.

What to reshoot

1. **A new cover photo.** New season, new angle, lights on. Chapter 6.
2. **The first five photos in the gallery.** They show up first everywhere the listing is posted.

3. **Anything that changed.** Every room the seller touched.

4. **Reorder the gallery.** New photos lead. Old ones you kept move back.

5. **A new 30-second reel.** Five clips from Chapter 8 is enough to post it again on social.

Text your seller

> Before we talk about price, I'd like to refresh the photos. The yard is green now and the cover still shows snow. Can I reshoot the front and the main rooms Saturday morning?

10

Chapter 10 · 4 min

The gear list

You don't need to buy anything to start. If you buy one thing, buy the tripod.

Kit 1: what you already have	**$0**
Your phone with a 0.5x lens, a glasses cloth, and free apps.	
Apple Photos and Snapseed (photo edits)	**Free**
Instagram Edits (reels and captions)	**Free**
A 3-second delay after you tap (Camera settings), so the tap doesn't shake the shot	**Free**

Kit 2: steady photos and smooth video	**about $81**
Ulanzi MT-44B tripod with wireless remote	**$25.99**
DJI Osmo Mobile SE gimbal	**$55**

Kit 3: you on camera, every week	**about $312**
Ulanzi MT-44B tripod with wireless remote	**$25.99**
Insta360 Flow 2 Pro gimbal	**$159.99**
RØDE Wireless Micro mic	**$99**
Ulanzi VL120 LED light	**$26.95**

Why each one

Tripod + remote **$25.99**

Ulanzi MT-44B

Reaches 59 inches, so it covers chest height, and the wireless remote is stored in the handle. The same height in every room is the biggest single upgrade to your interiors.

→ www.ulanzi.com

Gimbal, budget **$55**

DJI Osmo Mobile SE

The cheapest way to get smooth walk-through video instead of shaky handheld clips.

DJI gear has been hard to buy in the US. On Oct 28, 2026 the SE was still for sale on DJI's US store.

→ store.dji.com

Gimbal, for iPhone **$159.99**

Insta360 Flow 2 Pro

Works with Apple DockKit, so it follows you inside the iPhone's own Camera app. Built-in selfie stick and tripod for on-camera intros.

→ store.insta360.com

Mic **$99**

RØDE Wireless Micro

Two clip-on mics, a receiver that plugs into your phone and a charging case. Clean voice in echoey empty rooms.

→ rode.com

Light **$26.95**

Ulanzi VL120

A small LED you can set warm or cool. Puts light on your face so you're not a dark shape against bright windows.

→ www.ulanzi.com

Skip **$0**

Clip-on wide lenses

Your phone's 0.5x lens already does the job. Clip-on lenses also need a special case and fit only the main lens.

→ support.apple.com

About DJI

On Oct 28, 2026, DJI's US store showed the Osmo Mobile 7, Osmo Mobile 7P and every DJI Mic Mini kit out of stock, and the newer Osmo Mobile 8 was not sold by DJI in the US. If you buy DJI from a third-party seller, check that the warranty is honored.

Prices were checked on Oct 28, 2026, on each maker's own store, and they change. Some links in this chapter may be affiliate links. If you buy through one, Cineminn may earn a small commission at no extra cost to you.

11

Chapter 11 · 4 min

Hiring an editor

When your time is worth more than the edit. What a good one does, what it costs, and the red flags.

A good photo edit gives you

- [ ] Straight walls and door frames
- [ ] True color, with white walls that look white
- [ ] Windows you can see through
- [ ] A realistic blue sky on exteriors
- [ ] Small cleanup: cords, smudges, a trash can
- [ ] The same look in every room

What photo editing costs

SERVICE	PRICE PER PHOTO	TURNAROUND THEY STATE
Autoenhance.ai (automatic)	$0.75	Not stated
Cineminn	$1.25	Next business day
PhotoUp	$1.50	24 hours
Styldod	$1.50	24 to 48 hours
BoxBrownie	about $2	24 hours

Source: Each company's pricing page, checked Oct 28, 2026 — autoenhance.ai · photoup.net · styldod.com · boxbrownie.com

Good signs

- Samples of phone photos they edited
- A clear way to ask for a fix
- Files ready for the MLS, sized right
- They tell you what they won't change

Red flags

- Gray, flat rooms or glowing halos around windows
- Skies with the sun coming from the wrong side
- They remove things that come with the house
- No samples, no way to ask for a fix

Sending video to an editor

Send the raw clips, not an edited draft, shot vertical in 4K and in the order you shot them. Add a short note: the address, the three things the seller loves about the house, and which clip is you on camera. Don't text files to your editor, because texting can shrink them. Use a shared folder or the upload link they send you.

If you want us to edit it

Photos: $1.25 a photo, back the next business day. Shoot with this book, send them through the link we text you, and upload them to the MLS. **cineminn.com/phone-photo-editing**

Video: You Shoot We Edit. Up to 5 minutes of your clips becomes one vertical video up to 90 seconds, with captions, licensed music, color and a written note on what to shoot better next time. Back in 2 business days. 3 edits for $169, or The Edit Plan at $199 a month for 4. **cineminn.com/you-shoot-we-edit**

12

Chapter 12 · 3 min

Selling your own home?

A section for homeowners selling without an agent. Agents: it's a useful page to hand a FSBO seller.

Everything in Chapters 2 through 7 works on your own home. Three things are different when you're the seller.

1. **You're the stager and the photographer.** Walk the house like a buyer, starting at the curb, with the Chapter 2 list in your hand. Ask a friend to walk it too: you stop seeing your own clutter.

2. **Your photos sit next to listings shot by pros.** Spend most of your time on the cover photo and the first five photos. They decide whether people click.

3. **Describe the home, not the buyer.** Fair housing advertising rules apply to anyone who advertises a home for sale, owners included. Write “three bedrooms, a fenced yard and a park across the street,” never who the home is “perfect for.”

Before you post

- [ ] Read the photo rules of the site or flat-fee MLS service you post on
- [ ] Take every family photo, name and mail out of every shot
- [ ] Shoot the outside on a day the sun is on the front (Chapter 5)
- [ ] Edit with the five steps in Chapter 7, or send them out

Want them finished?

Photo editing at $1.25 a photo works for homeowners too, anywhere in the US.
cineminn.com/phone-photo-editing

13

Chapter 13 · 3 min

When to hire it out

Your phone covers most listings. These are the ones where I'd hire a crew, even if it isn't us.



You need drone photos

The FAA says anyone flying for “non-recreational purposes” must “become a certificated remote pilot.” Marketing a listing counts. Hire a licensed pilot.

You want a twilight cover

It's shot just after sunset with every light balanced room by room. Phones struggle in that light.

The listing is your next listing presentation

A high-price home or a well-known street. Other agents, your broker and every neighbor will see it.

The house is dark or empty

Phone photos get grainy in dark rooms, and empty rooms are hard to read in a photo.

You need a measured floor plan or a 3D tour

Buyers use them: 57% rated floor plans “very useful” (NAR 2025). They take gear a phone doesn't have.

Your seller expects it

78% of sellers are more likely to hire an agent who offers high-resolution photography (Zillow).

Source: FAA, Getting Started — faa.gov; NAR 2025 Profile of Home Buyers and Sellers — rirealtors.org; Zillow Consumer Housing Trends Report for Agents, Dec 30, 2025 — zillow.mediaroom.com

And the plainest one: you're out of time. A crew shoots while you're at your next appointment.

If you're in the Twin Cities

Just the Photos, $169. 30+ HDR photos, a 2D floor plan and one virtual twilight cover shot, for homes up to 2,500 finished sq ft. Photos the next business day, or the shoot is free. **The Feature, from $999**, adds video. Book at **cineminn.hd.pics/order** or call (612) 400-9801.

Listing in San Diego, Fort Lauderdale, Tampa, Austin or Dallas-Fort Worth? We have crews there too: **San Diego** · **Fort Lauderdale** · **Tampa** · **Austin** · **Dallas-Fort Worth**.

Anywhere else, we'll still edit what you shoot.

Print and keep

Your two cards

Print it, cut along the dashed lines, and keep one in your car and one in your listing folder.

Phone settings — Do once

- [ ] Wipe the lens
- [ ] Grid + Level on
- [ ] Sideways for photos
- [ ] 0.5x for rooms, 1x for details
- [ ] Flash off
- [ ] Style: Standard
- [ ] Hold on a wall for AE/AF Lock
- [ ] Chest height, counter height in kitchen + bath
- [ ] Walls straight against the grid
- [ ] Video: vertical, 4K 30, Lock White Balance

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Shot list — 25–40 photos

- [ ] Every light on, blinds even
- [ ] Front **2–3**
- [ ] Entry **1**
- [ ] Living room **2–3**
- [ ] Kitchen **3–4**
- [ ] Dining **1–2**
- [ ] Primary bedroom **2**
- [ ] Other bedrooms **1 each**
- [ ] Bathrooms **1–2**
- [ ] Lower level **1–2**
- [ ] Back yard, deck **2–3**
- [ ] Details **3–5**
- [ ] Cover photo picked

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Cut along the dashed lines.

Want us to finish what you shoot?

Send us what you shoot and we'll edit it. Or, for the listings that matter most, hand the whole shoot to a crew.

Photo editing, $1.25 a photo
Your phone photos, edited and MLS-ready.
cineminn.com/phone-photo-editing

You Shoot We Edit, 3 videos for $169
Your clips in, a finished vertical video out.
cineminn.com/you-shoot-we-edit

Hire the whole shoot (Twin Cities)
Just the Photos from $169. Next business day, or the shoot is free.
cineminn.com/pricing

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