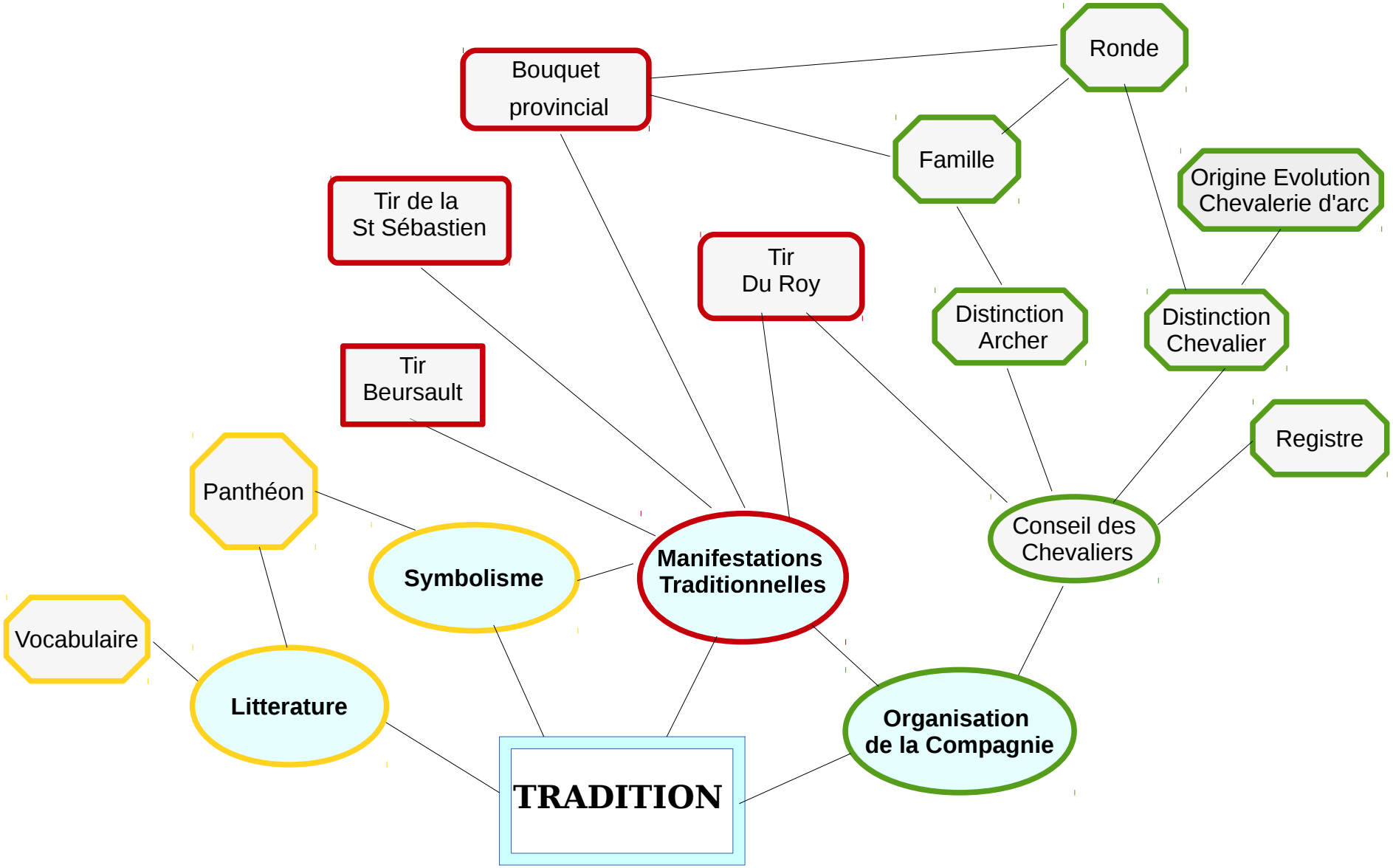Carte heuristique