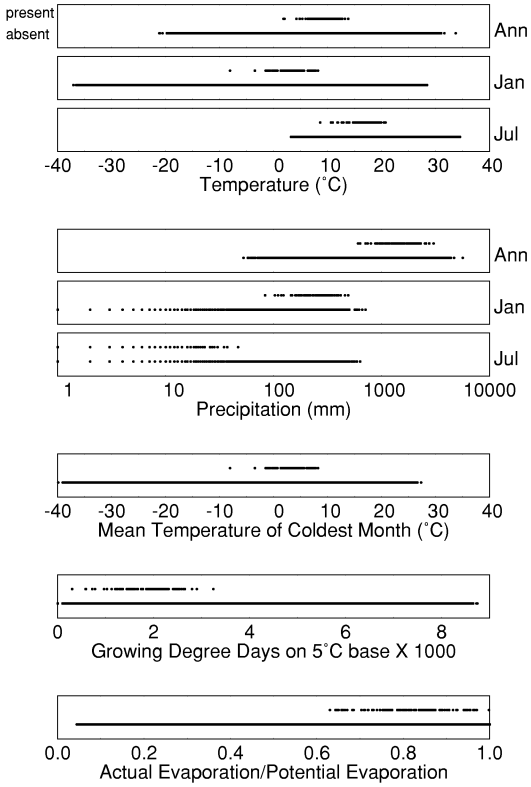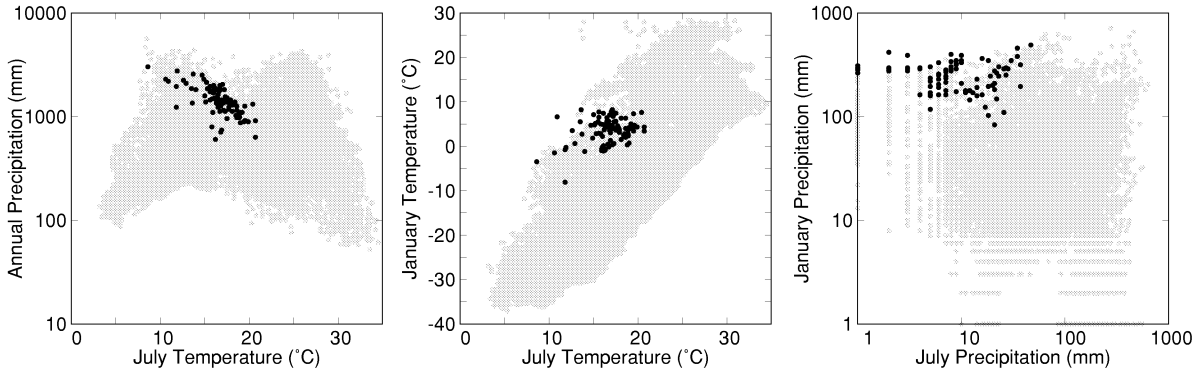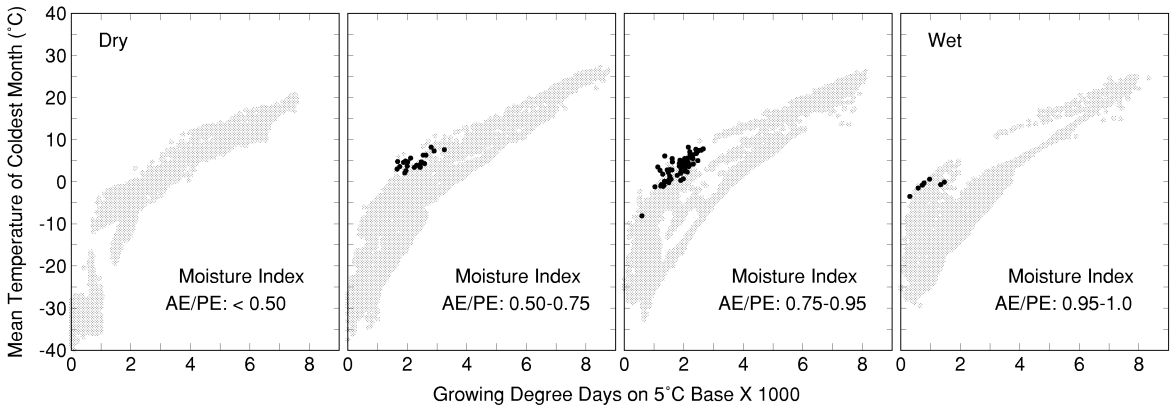Rhododendron macrophyllum