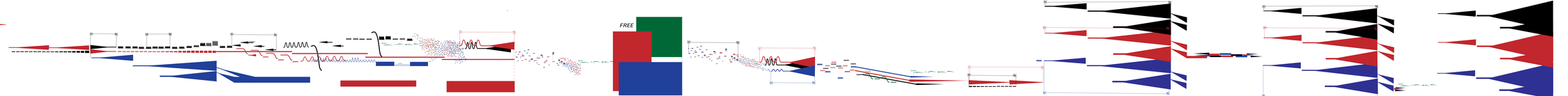dynamic, clarifying, make volume increase/change dramatic