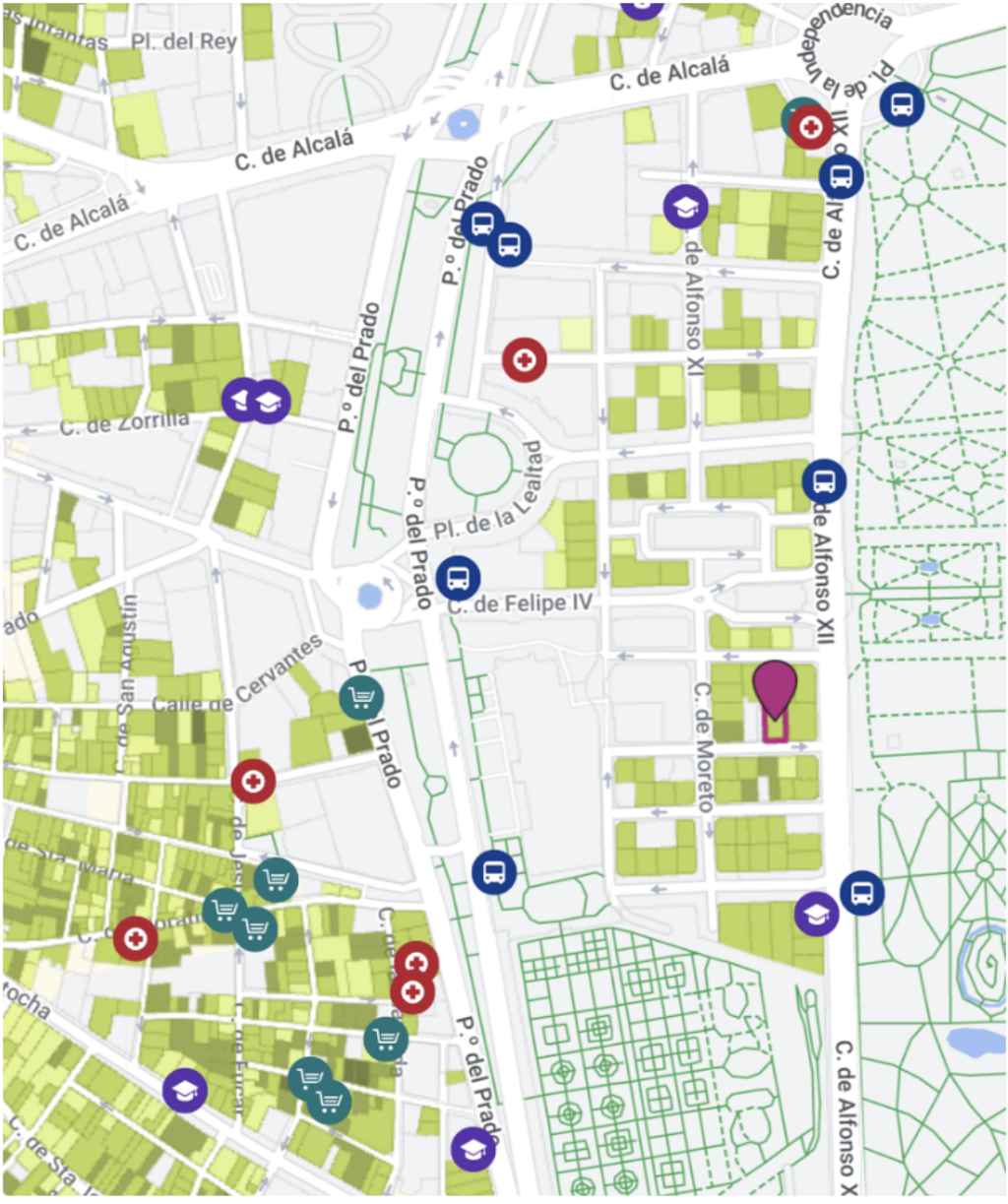POTENCIAL DE LA UBICACIÓN