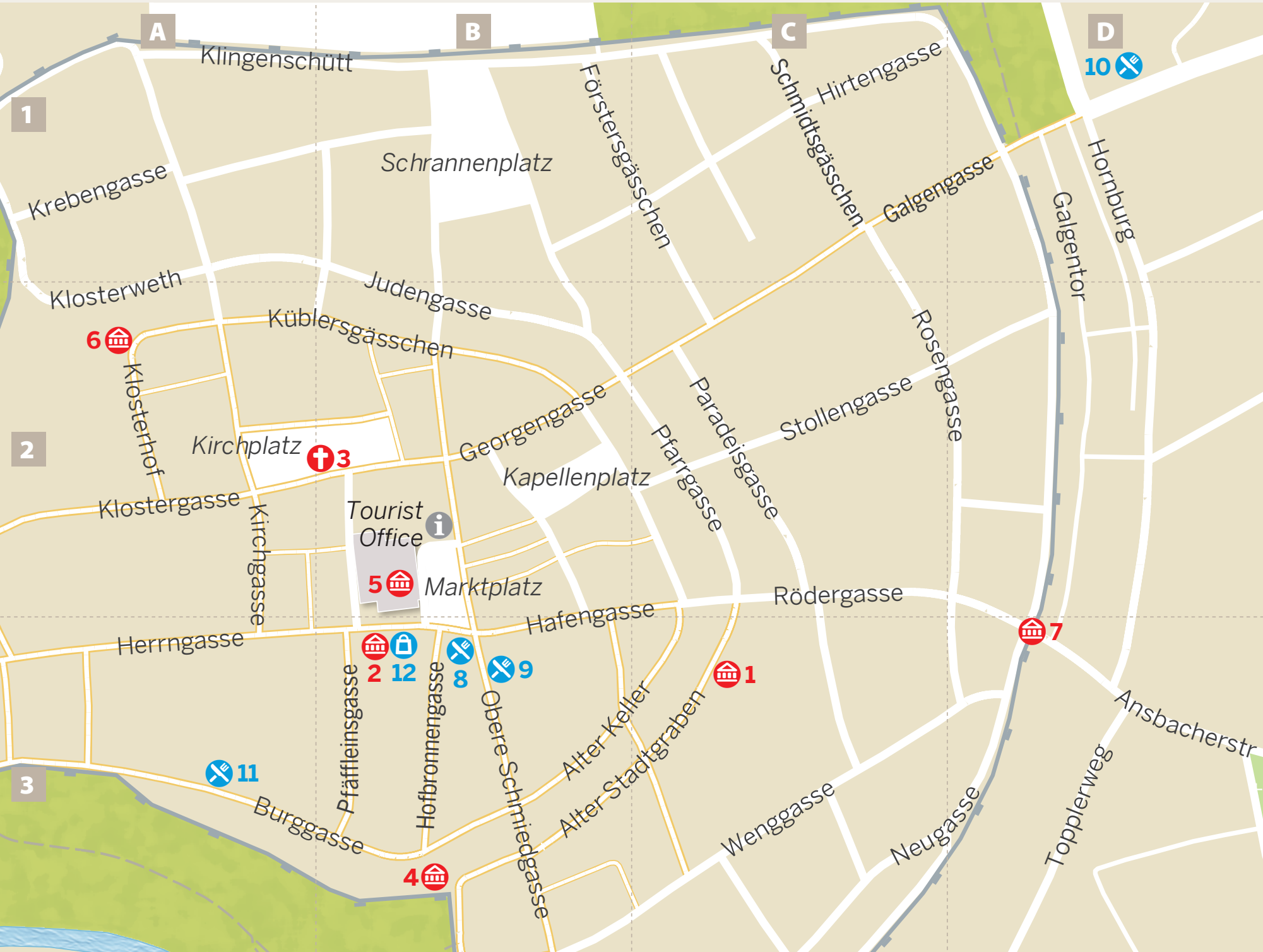Rothenburg ob der Tauber