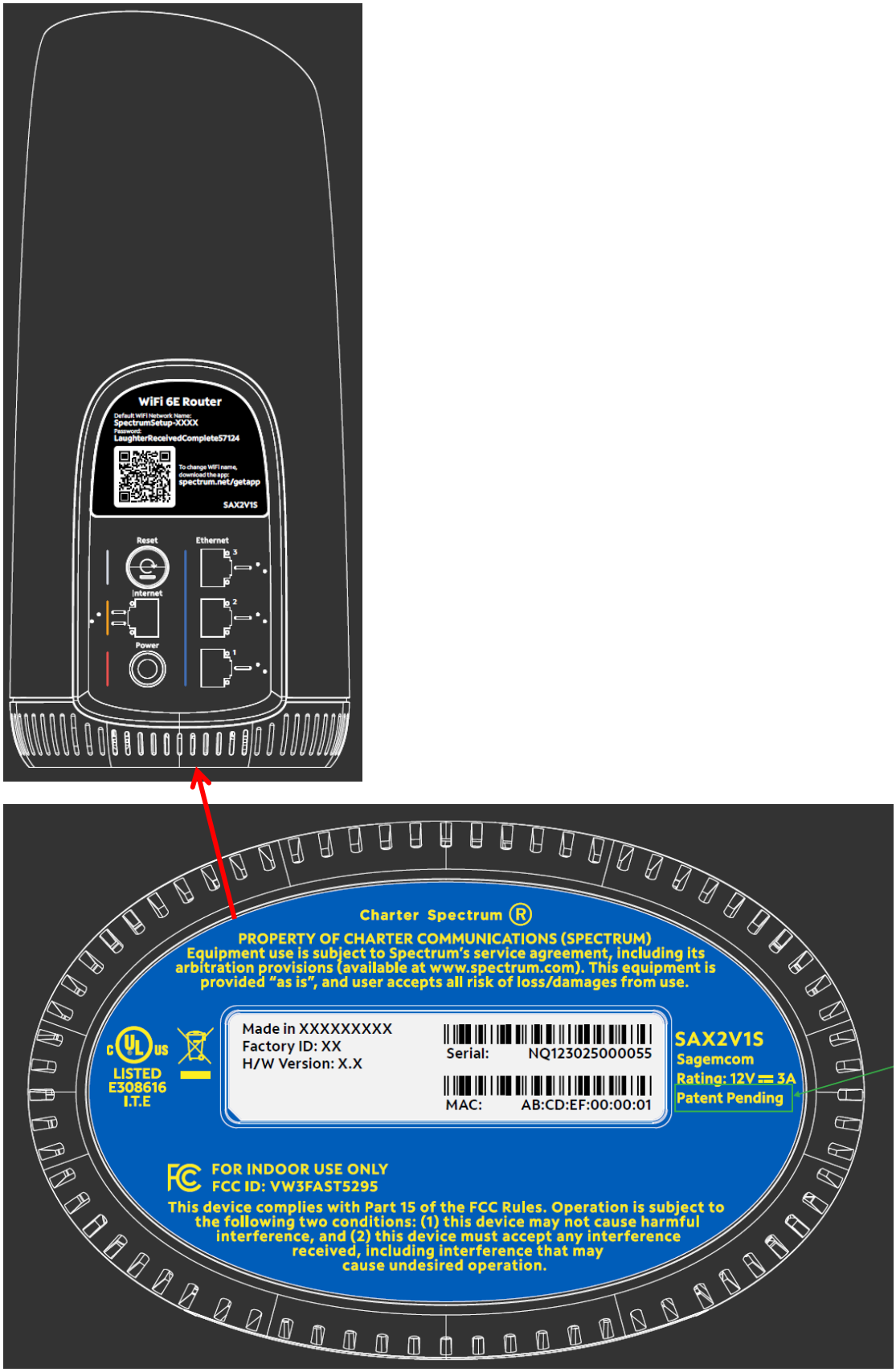Label and location (bottom of the device)