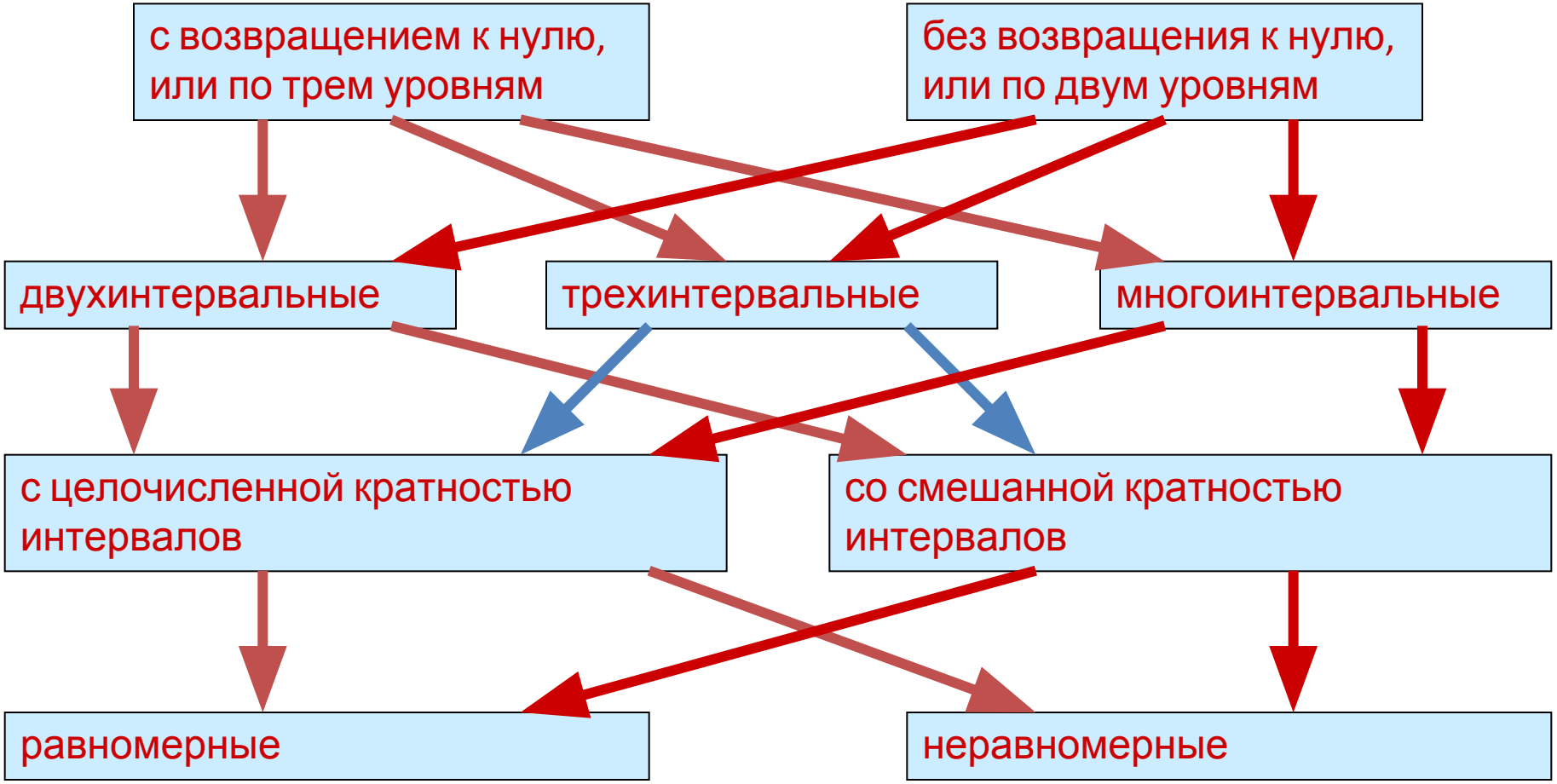Способы магнитной записи