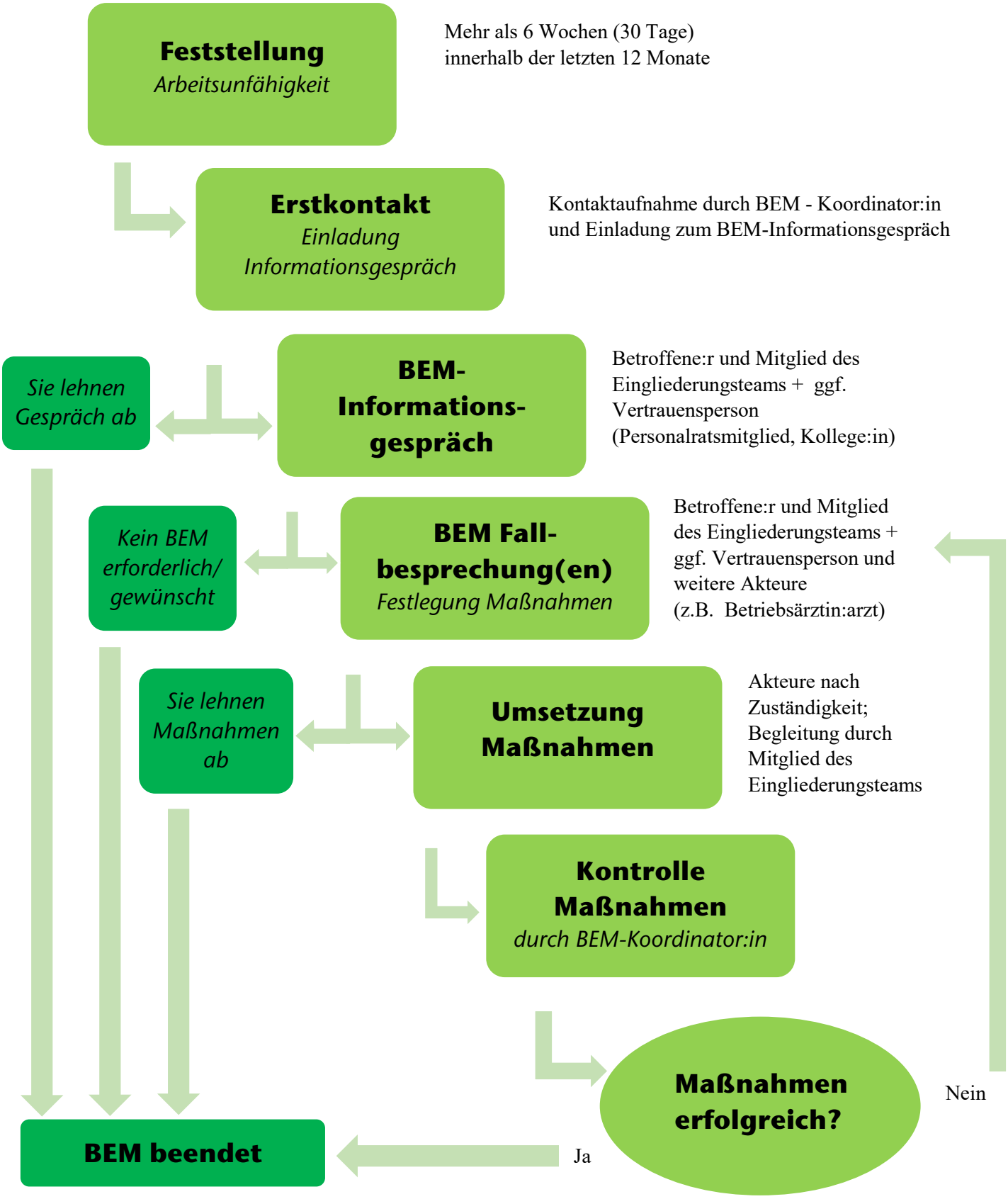Wie läuft ein BEM ab?