



# Certified AI Manager

100% free with a **Bildungsgutschein** from the Arbeitsagentur

**FOCUS**

**TOP**  
ANBIETER FÜR  
WEITERBILDUNG  
2026

XDi  
Experience Design  
Institut

FOCUS.DE/BUSINESS

# Discover the world of AI management, prompt engineering & ai automation

Become a certified AI Manager with our Certified AI Manager training program. Learn online through a combination of live classes with industry experts and flexible self-study. Build skills in Artificial Intelligence (AI), ChatGPT, Microsoft Copilot and co., AI content creation, Large Language Models (LLMs) and generative AI. Secure a lucrative job with an attractive salary and earn a state-recognized certificate of completion.

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# An overview of your career

Learn at your own pace with this AI management, prompt engineering & ai automation -bootcamp fully online and flexible, whenever and wherever it suits you. Design your learning journey and advance at a rhythm that matches your lifestyle. Acquire in-demand, practical skills in Artificial Intelligence (AI), ChatGPT, Microsoft Copilot and co., AI content creation, Large Language Models (LLMs) and generative AI. Learn 1-on-1 with an experienced mentor, accompanied by your personal study advisor and our career coaches. Make yourself job-ready and secure a future-proof job.

## Skills you'll master

- AI (Artificial Intelligence) & LLM (Large Language Model)
- Data quality & AI analytics
- ChatGPT, Copilot, DALL·E etc.
- AI generated images, texts, audio and video
- AI presentation & AI visualization
- Content-Workflows & practical applications of AI
- Process management & no-code automation
- AI automation in Excel (GPT for Work)
- Prompting & LLM techniques
- Law, ethics & EU AI Act
- Future of work & sustainability with AI
- Capstone Project

## Tools, techniques & methods



ChatGPT



Make



Zapier



n8n



Copilot



DALL·E



Napkin.ai



Notta



Otter.ai



ElevenLabs



Murf



Synthesia



Gamma.ai



Excel



Word



Google

## Details of your course



### Format

Live Online Training &  
E-Learning Selbststudium



### Duration

Vollzeit: 3,5 Monate  
Teilzeit: 7 Monate



### Start

30.11.2026



### Scope

Vollzeit: 35 h / Woche  
Teilzeit: 17,5 h / Woche



### Languages

English  
German



Google Docs



Google Sheets



Gemini

# Benefits of our Live Online Training & E-Learning Selbststudium bootcamps



## **Interaktive Live Trainings mit Branchenexperten**

Du nimmst an interaktiven Live Workshops mit Branchenexperten teil – so lernst du direkt vom Experten und erzielst nachhaltige Lernerfolge.



## **Job-ready Praxis in realen Projekten**

Lerne mithilfe realer, branchenspezifischer Szenarien und erwerbe praxisnahe Fähigkeiten, die du unmittelbar im Job einsetzen kannst.



## **Unbegrenzter Zugang zu multimedialen Inhalten**

Du profitierst von interaktiven Inhalten auf Hochschulebene! Wir vermitteln lebendiges Wissen mit Artikeln, Videos, Quizze und praxisnahe Übungen.



## **Jederzeit und von überall lernen**

Passe deine Weiterbildung deinem Lebensstil an. Lerne online jederzeit und von überall. Laptop und Internetanschluss reichen aus.



## **Karriereservices für deinen neuen Job**

Mit Bewerbungstrainings, Karrieresprechstunden und unserer aktiven Jobvermittlung helfen wir dir auf dem Weg zu deinem neuen Job.



## Vollzeit

Du willst voll und ganz in AI management, prompt engineering & ai automation eintauchen? Dann nimm an unserem Intensivkurs in Vollzeit teil.

- Abschluss in 3,5 Monaten
- Vollzeit online lernen
- 35 Stunden per Woche



## Teilzeit

Du hast einen Halbtagsjob, Kinder oder anderweitige Verpflichtungen? Dann absolviere den AI management, prompt engineering & ai automation -Kurs in Teilzeit.

- Abschluss in 7 Monaten
- Teilzeit online lernen
- 17,5 Stunden per Woche

## Satisfaction guarantee

### Try it for 14 days

Feel free to try the course risk-free for up to 14 days from the start date. If it doesn't meet your expectations, you may cancel your enrollment at no additional cost.



# Our course is suitable for the following people



## **Arbeitslose oder Arbeitssuchende**

Du bist arbeitslos oder arbeitssuchend, hast Anspruch auf einen Bildungsgutschein und willst die Zeit nutzen, um dich für einen neuen Job als AI Manager zu qualifizieren.



## **Quereinsteiger und Berufsumsteiger**

Du bist eine branchenfremde, berufstätige Fachkraft und möchtest AI Manager werden, um dich beruflich zu verändern, zu wachsen und neue Chancen zu nutzen.



## **Von Arbeitslosigkeit bedrohte Angestellte**

Du bist Mitarbeiter eines Unternehmens im Strukturwandel und dein Job ist in Gefahr. Mit einer kostenlosen Weiterbildung über den Bildungsgutschein nach dem Qualifizierungschancengesetz kannst du dich gezielt qualifizieren und deinen Arbeitsplatz sichern.



## **Fachkräfte & Spezialisten**

Du bist Spezialist in deiner Disziplin, möchtest dein Fachwissen ausbauen, dich zertifizieren lassen oder dich optimal auf eine Zertifikatsprüfung vorbereiten.



## **Absolventen und Studierende**

Du hast kürzlich dein Studium abgeschlossen oder studierst noch und willst deine akademischen Qualifikationen durch praktische, branchenrelevante Fähigkeiten erweitern.



## **Interessierte Personen**

Du interessierst dich für AI management, prompt engineering & ai automation und möchtest die praktische Anwendung von AI Manager-Tools für persönliche oder berufliche Zwecke kennenlernen.

# Die perfekte Mischung

## für deinen Lernerfolg

Du profitierst von einer perfekten Mischung aus Live Trainings mit erfahrenen Trainern, hochwertigen E-Learning-Inhalten auf Hochschulebene und einer Community für Austausch und Zusammenarbeit.



### Tägliche Live Trainings

- Tägliche Termine
- 35 Stunden per Woche
- 09:00 - 16:00



### E-Learning

- Multimediale Inhalte
- Selbstbestimmt lernen
- Jederzeit und überall



### Karrierservices

- Bewerbungstraining
- Karrierecoaching
- Jobvermittlung



### Community

- Unbegrenzter Zugang
- Austausch & Zusammenarbeit
- Kollegen & Gleichgesinnte

# Your career prospects and job opportunities

## Take the next step in your career

Secure a job in one of the fastest-growing professions in the technology industry. Acquire in-depth knowledge in AI practical application, data analysis & preparation, content creation with AI, process automation, prompting and prompt meaning, and compliance and AI risk. Develop exactly the skills you need for a career as AI Manager. Secure an attractive, well-paid job with a future in the IT industry.

**€ 70.000**

Average annual salary

**100**

Average monthly job offers

**3-5%**

Estimated employment growth by 2030

**Top 10**

Estimated employment growth by 2030



# Project based learning

**Hands-on practice. Capstone project.**

**Recognized portfolio that stands**

Through project-based learning, we ensure a holistic, active, and sustainable approach to skill development that bridges theory and practice and optimally prepares learners for real-world challenges.

Our courses primarily focus on developing the skills that are essential for professional success and personal growth. Theory and practice complement each other, and participants are actively involved in the learning process.



## **Project with assignments and real-world case studies**

Start your professional development and work on a real-world project! Tackle realistic tasks that will perfectly prepare you for your future job.



## **A capstone project that makes an impression and opens doors**

Create a capstone project that highlights your learning achievements and the skills you've gained in AI management, prompt engineering & ai automation .



## **An industry-recognized portfolio that impresses**

Create an impressive portfolio that showcases your skills and opens doors with hiring managers.



## CURRICULUM

# What you will learn

### Hands-on education in the skills of the future

In this AI management, prompt engineering & ai automation course, you will acquire the most important skills based on a curriculum designed by industry experts. The AI management, prompt engineering & ai automation training includes industry-validated, interactive content at a university level and extensive hands-on experience in real projects. You will build a portfolio and complete the program with a capstone project.



# Module 1

## How AI Thinks – Basics, History & Key Concepts

In this module, you will gain a clear, practical foundation: You will learn how artificial intelligence really works, what terminology you need to know, and why AI is so omnipresent today. You will learn to distinguish myths from facts and to recognize where AI is already influencing your everyday work.

The module will help you overcome uncertainties, provide orientation, and give you a clear understanding of what AI can do, what it can't do, and how to use it sensibly.

### Core Skills

Basic understanding of AI

Historical background of the technology

Understanding of terms and models

Critical reflection

Risk & opportunity assessment

### Learning Outcomes

You will learn:

- How to understand and explain key AI concepts without getting lost in technical complexity.
- How AI makes decisions, why models sometimes “hallucinate,” and what to watch out for.
- How to recognize common AI applications in everyday life and assess how they can add value to your work.
- How to critically question myths, misinformation, and media portrayals of AI, and develop realistic expectations.
- How to assess the opportunities and risks of AI for your professional field.

### Content

- What is Artificial Intelligence?
- From science fiction to everyday life – the history of AI
- Understanding key concepts of AI
- Large Language Models – how LLMs work
- Myths & misconceptions about AI

# Module 2

## Understanding Data – The Foundation of Every AI Application

This module introduces you to the essential fundamentals of data literacy, which are crucial for every AI

application. You'll learn why data quality can determine the success or failure of AI systems, how to prepare data effectively, and how to communicate information clearly through visualizations.

The module will help you develop confidence in working with data, even without a technical background.

## Core Skills

Data literacy

Data analysis & preparation

Data evaluation

Data visualization

Communication skills

## Learning Outcomes

You will learn:

- How to identify key data quality criteria and understand their importance for AI systems.
- How to independently clean, structure, and prepare simple datasets for use in AI applications.
- How to visualize data and communicate information clearly.
- How to critically assess the impact of data quality and presentation on efficiency, decision-making, and automation.

## Content

- Understanding data as the basis for AI
- Data quality as a key success factor for AI systems
- Preparing data for AI applications
- Making data visible – visualization & communication

# Module 3

## Creative With AI – Basics of AI-Supported Content Creation

In this module, you'll gain hands-on experience with essential AI tools. You'll learn how to create simple content using AI for text, images, audio, video, and presentations, how these tools work, what inputs they need, and how to achieve your first impressive results. You'll discover how AI can immediately take tasks off your plate and make your work easier.

## Core Skills

AI-powered text generation

AI-powered image generation

AI-powered audio & video production

AI-powered presentations & visualizations

## Learning Outcomes

You will learn:

- How to use practical AI tools for text, image, audio, video, and presentation creation.
- How to quickly generate text, images, audio, videos, and presentations, and evaluate the results using simple quality criteria.
- How to avoid common pitfalls and achieve better results with clear instructions.
- How to independently carry out your first AI-powered mini-workflows (e.g., summarizing text, creating visuals, or transcribing audio).

## Content

- Text AI basics – writing, analyzing, summarizing
- Image AI basics – from idea to illustration
- Audio AI basics – creating transcriptions & voiceovers
- Video AI basics – creating presentations & learning videos
- Presentation AI basics – designing slides & narrative with AI

# Module 4

## Creative with AI – content creation with real use cases

After learning the fundamentals and exploring the most important AI tools, you're now ready to take the next step.

In this module, you'll apply what you've learned to realistic use cases and build your own repeatable AI workflows that you can use directly in your professional life.

You'll work with real-world scenarios involving text, images, audio, and video, develop end-to-end processes, define quality criteria, and create simple Standard Operating Procedures (SOPs) that will save you time and help you achieve professional results.

## Core Skills

Workflow design

AI-powered content creation

Quality assurance & metrics

AI-powered campaign planning

Information & visualization design

AI-powered audio & video production

## Learning Outcomes

You will learn:

- How to plan and implement complete AI workflows.
- How to apply clear quality criteria to each content type and critically evaluate the results.
- How to professionally produce campaigns, infographics, videos, and voiceovers using AI.
- How to develop your own SOPs and performance metrics to make your AI workflows scalable and repeatable.
- How to determine when AI-generated results are sufficient and when human review and refinement remain essential.

## Content

- Text AI in action – from protocol to management briefing
- Text AI in action – developing ideas and campaigns
- Image AI in action – creating infographics and visualizations
- Image AI in action – creating product and scene mockups
- Audio AI in action – transcription & knowledge processing
- Audio AI in action – implementing voiceover and speech synthesis for learning and explanatory videos
- Video AI in action – from script to animated scene

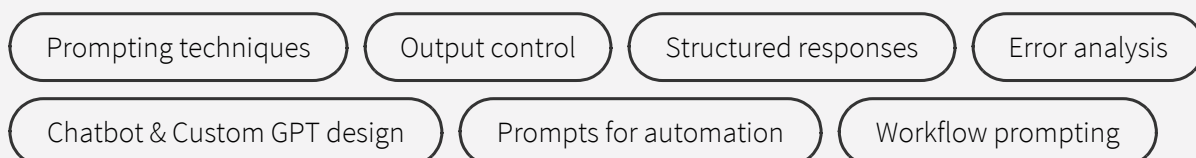
# Module 5

## Prompt engineering: designing prompts, AI assistants & context

In this module, you'll learn how to effectively guide language models through targeted prompt engineering to achieve high-quality results. You'll develop prompts for different use cases, optimize their quality, and use structured outputs to create repeatable processes.

You'll also explore how prompt engineering is applied in Custom GPTs, chatbots, and automated workflows to make AI applications more efficient and reliable.

## Core Skills



## Learning Outcomes

You will learn:

- How to apply different prompting techniques and evaluate their effectiveness.
- How to create reliable, controllable prompts for both simple and complex tasks.
- How to effectively combine roles, examples, and formatting requirements.
- How to generate structured outputs for tools, data processing, and automation.
- How to configure Custom GPTs and simple AI-powered workflows.

## Content

- Basics of prompting – architecture & structure
- Roles, examples & few-shot prompts
- Advanced techniques – prompt chains, conditions & structured outputs
- Improving prompt quality: identifying errors & optimizing prompts effectively
- Use case – creating Custom GPTs & chatbots
- Context engineering – providing AI with the right information

# Module 6

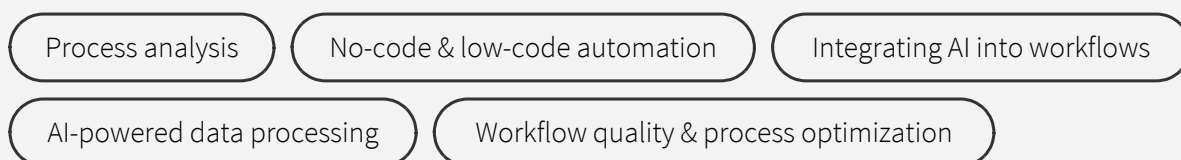
## Smart automation – increasing efficiency with AI tools

In this module, you'll learn how to use AI effectively for smart automation. You'll analyze simple business and data processes, plan workflows with triggers, inputs, actions, and outputs, and build your first automations using no-code and low-code tools such as Make.

You'll also learn how to integrate AI steps into workflows, process structured AI outputs, and enhance Office applications with GPT-powered features.

Through practical use cases, you'll develop an understanding of how automated workflows can be tested, monitored, and continuously improved.

## Core Skills



## Learning Outcomes

You will learn:

- How to analyze basic process structures and identify suitable opportunities for automation.
- How to use no-code and low-code tools to plan, build, and test simple workflows using sample data.

- How to effectively integrate AI steps into automated workflows, such as classification, extraction, summarization, or prioritization.
- How to plan automated and AI-powered solutions for practical use cases, including product data processing, feedback analysis, Office tasks, ticket prioritization, and process monitoring.
- How to use test cases, exception scenarios, process data, and basic metrics to evaluate and improve workflows.

## Content

- Thinking in processes – basics of automation
- No-code & low-code – automation without coding
- AI in workflows – combining tools smartly
- Office reimaged – enhancing Office applications with GPT
- Use case – automatically collecting and processing data
- Use case – workflow optimization & process monitoring with AI

# Module 7

## Acting responsibly – legal & ethical aspects of AI use

This module will introduce you to the legal, ethical, and business fundamentals of responsible AI use. You'll learn how to identify risks, assess legal requirements, apply ethical principles, and develop business guidelines for the responsible use of AI.

## Core Skills

GDPR awareness

EU AI Act compliance

Ethical assessment

Governance methods

Critical reflection on decision-making

## Learning Outcomes

You will learn:

- How to understand and apply data protection, copyright, liability, and the fundamental principles of the EU AI Act to real-world scenarios.
- How to identify risks such as bias, discrimination, and surveillance, and assess their impact on individuals and organizations.
- How to apply the principles of trustworthy AI and develop practical recommendations for action.
- How to analyze ethical dilemmas and develop your own AI guidelines for responsible AI use.

## Content

- Data protection, copyright & liability in the context of AI
- The EU AI Act – rules, obligations & implications
- Trustworthy AI – principles & guidelines
- Ethical case studies & reflection
- Developing your own AI guidelines

# Module 8

## Zukunft gestalten – KI im Arbeitsalltag & in der Gesellschaft

In this module, you'll explore the social, professional, and environmental impacts of AI and develop strategies for its responsible use in your own environment. You'll learn how to manage change processes, build acceptance, and realistically plan and implement your own AI initiatives.

## Core Skills

Change management skills

Future trends analysis

Sustainability assessment

Self-directed learning strategies for AI trends

AI project planning

## Learning Outcomes

You will learn:

- How to manage AI implementation, understand resistance to change, and foster acceptance.
- How to critically reflect on the impact of AI on work, skills, and society.
- How to assess the environmental impact and sustainability aspects of AI.
- How to independently stay up to date with current AI developments and plan your own AI projects.

## Content

- Change management – successfully implementing AI
- Societal impact & future of work
- Sustainability & responsibility in AI deployment
- Staying up-to-date on AI competencies – tools & strategies
- Launching AI projects: from use case to roadmap – a guide & best practices

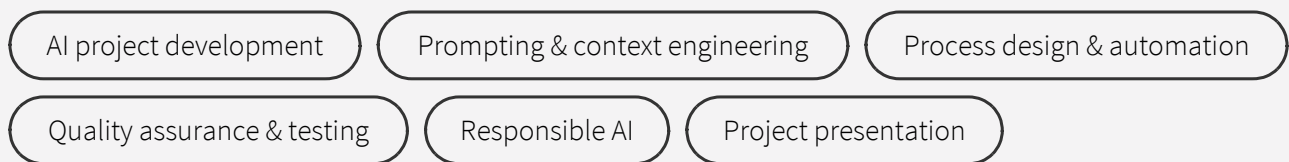
# Module 9

## Capstone Project

In the Capstone Project, you'll apply key concepts and skills from the training program to your own practical AI project. You'll either address a professional challenge of your choice or work on the predefined topic of **"AI-Powered Onboarding for New Employees"**, developing a clearly defined solution that you can demonstrate.

You'll combine AI, data and information, prompting, and, where appropriate, automation to build a functional prototype. You'll test and improve your solution while reflecting on relevant risks. Finally, you'll document and present your project.

## Core Skills



## Learning Outcomes

You will learn:

- How to analyze a professional challenge and develop a realistic AI-powered solution.
- How to select, prepare, and effectively integrate relevant data and information into the solution process.
- How to build an AI-powered prototype using structured prompts and appropriate process steps, and systematically test its performance.
- How to evaluate quality, limitations, and relevant legal, ethical, and organizational risks.
- How to clearly document and present your project, and identify potential next steps for further development.

## Content

- Topic selection, problem definition & project planning
- Data and information preparation, prompt & context design
- Development and practical implementation of an AI-powered prototype
- Automation, where appropriate for the selected use case
- Testing, quality assurance & optimization
- Responsible AI use & human oversight
- Roadmap for implementation or further development
- Project documentation & final presentation

# Human-centered learning

**in an online learning environment**

Online, but not alone. Our proven, human-centered approach guarantees you ongoing support and a dedicated team to guide you every step of the way.



# Ausgezeichnete Lern- erfolge

**Wir lassen dich nicht alleine!**

Unser erprobter, menschenzentrierter Ansatz bietet dir stets die Unterstützung, die du brauchst und ein motiviertes Team, das dich auf deinem Weg begleitet.



## Tägliche Live Trainings

Starte neu und lerne von erfahrenen Branchenexperten mit viel Praxis, um dich optimal auf deine berufliche Zukunft vorzubereiten.



## Karrierecoaches begleiten dich

Unsere Karriere-Coaches begleiten dich von Tag 1 an und bereiten dich optimal auf eine erfolgreiche Karriere vor.



## Studienberater an deiner Seite

Unsere Studienberater stehen dir bei allen Fragen zur Seite und meistern mit dir jede Herausforderung, die sich dir in den Weg stellt.



## Deine kollaborative Gemeinschaft

Lernen geht am besten mit anderen. Da Lernen kein Alleingang ist, erhältst du einen exklusiven Zugang zu unserer Community.

# Career services

## for you and your future

With our career services, we guide you through the entire professional development, from onboarding to successful completion and beyond. We support you from your first career goal to signing your contract with personalized coaching, practical support, and smart tools. We ensure that you're ready for the job market and connect you with interesting employers.



### Academic advising

Our academic advisors are here to offer you guidance and support, and will help you overcome any challenges that come your way.



### Job application training

You'll benefit from free job application training tailored to the needs of employers.



### Career advice sessions

We offer free career counseling sessions with experienced HR managers to provide you with personalized advice.



### Career coaching

Our career coaches will support you from the very start of the course and provide you with the best possible preparation for your professional career.

# Funding & financing

There are many ways for you to take advantage of our subsidized training programs. Below, we have compiled all the relevant information about the available funding options that you can use to participate in our training programs.



## Bildungsgutschein

00,00€

**100% funding** with an AZA-V-certified education voucher



## Self-payers

### One-time payment

8.840 €



## Monthly payment

### One-time payment before the course starts

3.782 €

### Monthly payment

2.750 €

# Bildungsgutschein

## 100% funded professional development

Take advantage of training or retraining funded through a Bildungsgutschein from the Agentur für Arbeit! You get the chance to gain specific skills and seize new career opportunities. All further training costs are covered by the Agentur für Arbeit or the Jobcenter.

A Bildungsgutschein allows you to participate in training programs free of charge. These are financed by the Agentur für Arbeit or the Jobcenter to support residents in Germany to upskill and improve their professional qualifications.

### Maßnahmenummer

**Full-time:** 955/249/2026

**Part-time:** 955/342/2026

Here's how to get your Bildungsgutschein

#### 1 Consultation

Make an appointment at your local Agentur für Arbeit.

#### 2 Bootcamp

Choose an XDi course of your choice.

#### 3 Course offer

Request a quote for the course of your choice.

#### 4 Application

Submit an application and your course offering.

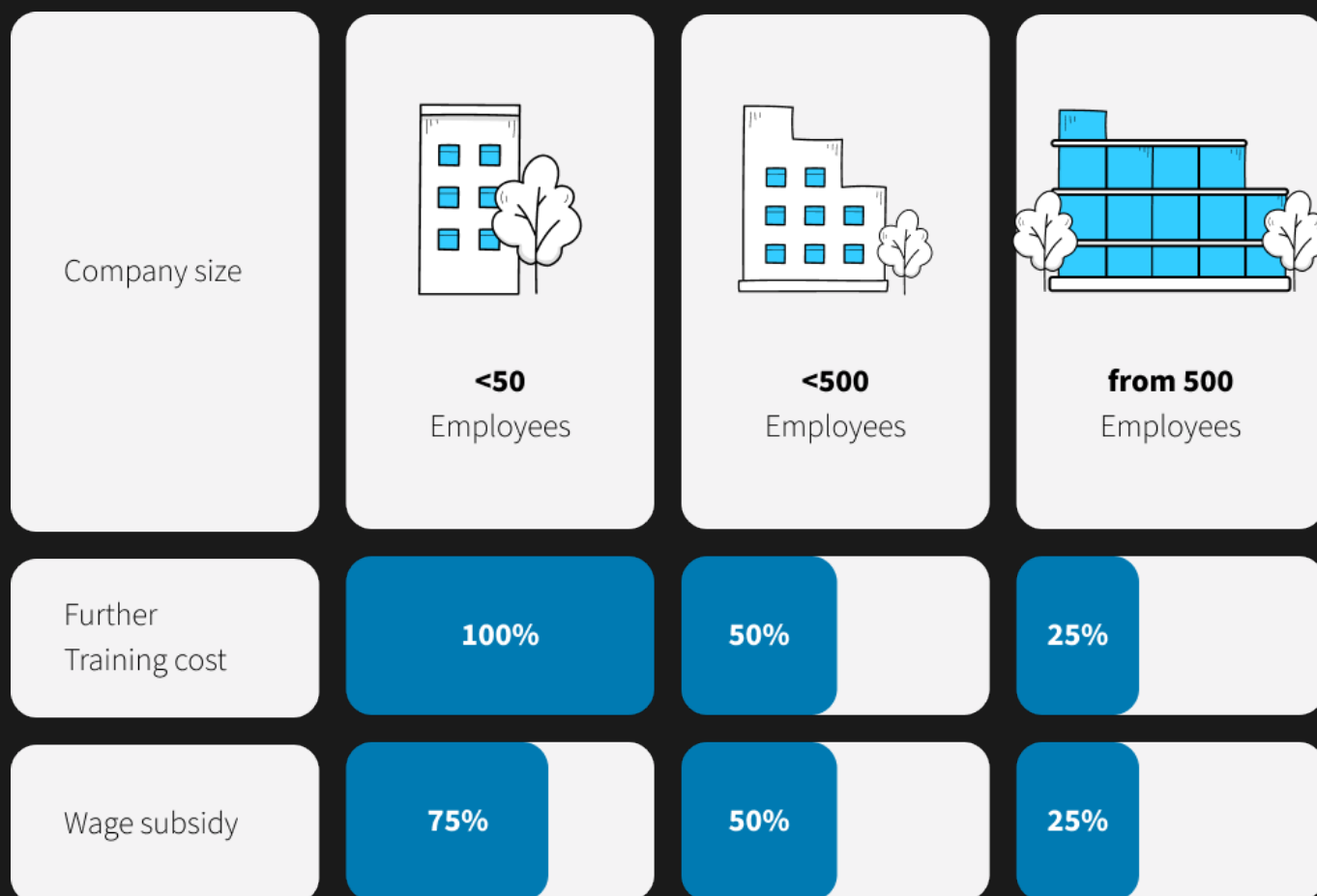
#### 5 Registration

Register and submit the education voucher.

# Qualifizierungschancengesetz

For job seekers and employees

At a time when technologies are constantly evolving, and the world of work is transforming, companies need to invest in professional development and upskilling of their employees. This ensures they are prepared for the challenges of the future and enables organizations to successfully navigate the digital transformation.



# Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects, with the support of a personal mentor.



# Officially recognized certificate

Upon completion of the training program, you will receive the „AI Manager“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



# Top salary & career opportunities

More jobs require more knowledge. Many of our students achieved positive results after attending our seminars.



## Head of AI

leads AI teams and oversees the development and implementation of AI solutions

Up to **110.000€**

## AI Innovation Manager

identifies and drives new AI use cases and innovations

Up to **100.000€**

## AI Applications Support Specialist

supports users in the use, integration and maintenance of AI solutions

Up to **50.000€**

## AI communications specialist

uses AI specifically for internal and external communication strategies

Up to **62.500€**

## AI Compliance Manager

ensures that AI systems comply with legal and regulatory requirements

Up to **85.000€**

## AI Content Creator

creates content using AI tools for multiple formats

Up to **52.000€**



# See for yourself!

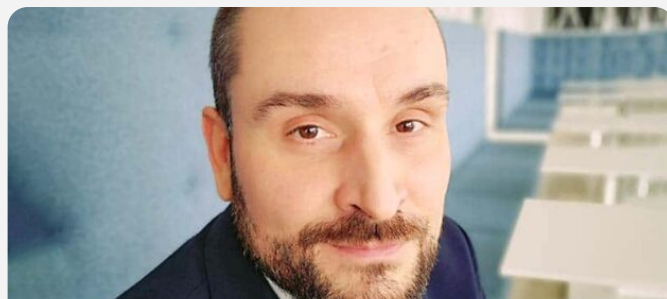
Show more →



## Daniel Naesa

Die Teilnahme am "[Certified Data Scientist](#)" Kurs war für mich eine bahnbrechende Entscheidung. Die Fülle an praxisrelevantem Wissen hat meine Erwartungen übertroffen und mir ein tieferes Verständnis für komplexe Datenanalysen vermittelt. Die Herausforderungen im Kurs haben nicht nur meine Fähigkeiten gestärkt, sondern auch meine Motivation zu Höchstleistungen angespornt.

Die Betreuung durch XDi war exzellent, und ich fühle mich bestens gerüstet für anspruchsvolle Projekte in der Datenwissenschaft. Ich empfehle diesen Kurs jedem, der seine Karriere in diesem Bereich auf das nächste Level heben möchte!



## Denis Sarcevic

Ich bin froh, mich für den Kurs "[Certified Data Scientist](#)" entschieden zu haben. Der Kurs hat enorm viel aktuelles Wissen vermittelt, und meine persönlichen Erwartungen bei Weitem übertroffen. Der Kurs ist ohne Frage herausfordernd, belohnt aber schnell mit einer steilen und vorzeigbaren Lernkurve. Ich habe mich jederzeit von XDi optimal betreut gefühlt.



5/5

Google



4,5/5

Trustpilot



4,9/5

Kursfinder



4,7/5

Career  
Karma



4,9/5

Course  
Report



4,7/5

SwitchUp

# Our references

These companies are training their workforce with us and recruiting our students.

See all our references →

**adidas**

**Allianz** 

**amazon** 

 **AT&T**



 **Bayer**

 **BOSCH**

**DAIMLER**

**Deloitte.**

 **BAHN**

**Deutsche Bank** 

Dr. Becker  Klinikgruppe

**Dräger**

**e-on**

**fielmann**



**BOSS**  
HUGO BOSS

**ING** 

 Mercedes-Benz

**SUPER RTL**

 **Telefónica**

# Certified and accredited

Government-approved and **100% eligible** for funding. Get some advice on how to get everything you need for the Federal Employment Agency.



**FOCUS**

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**2026**

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**Learn today  
for the world of tomorrow**

## Contact

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