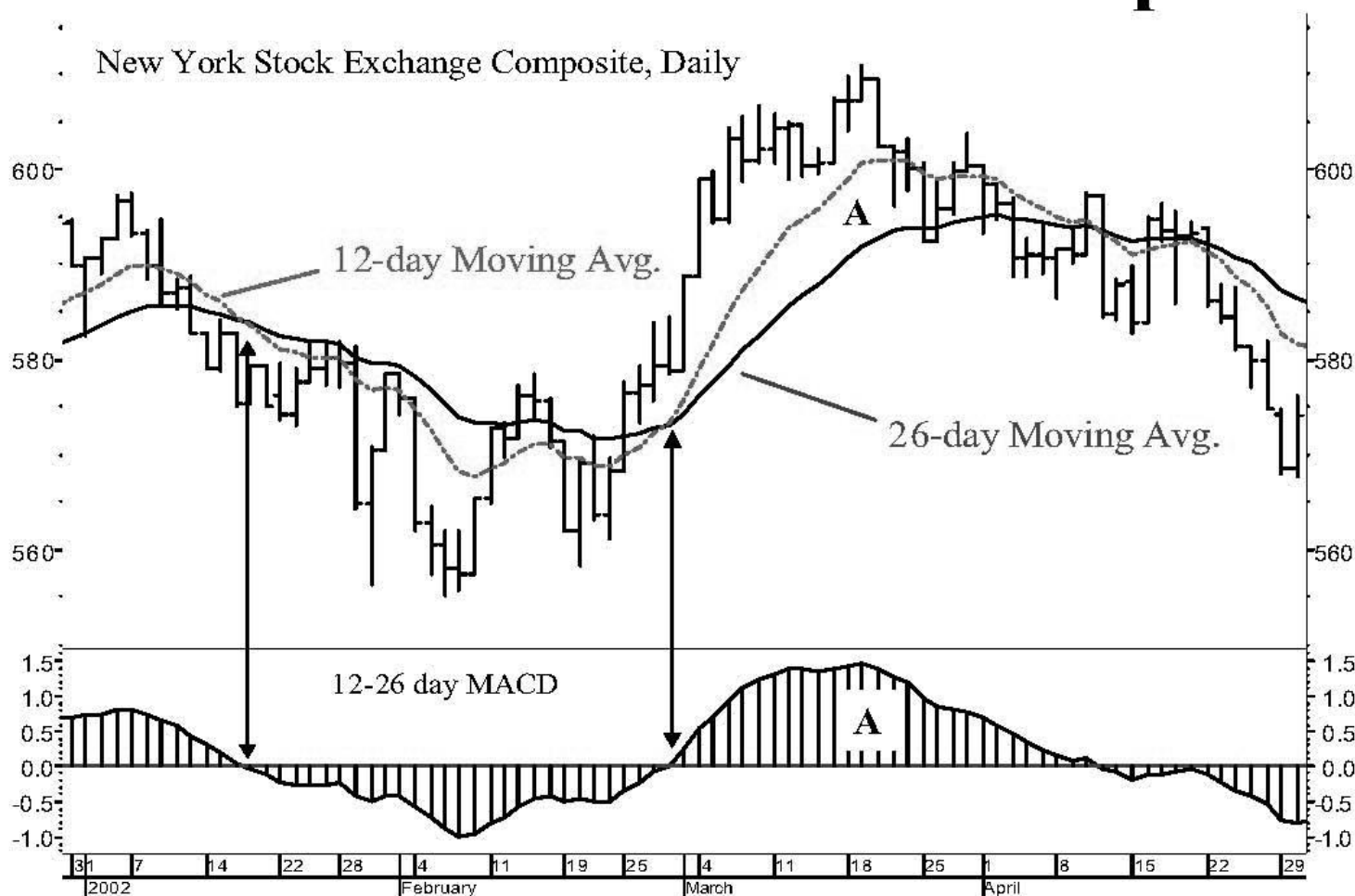Introducing the MACD Concept