Customization

Strategy
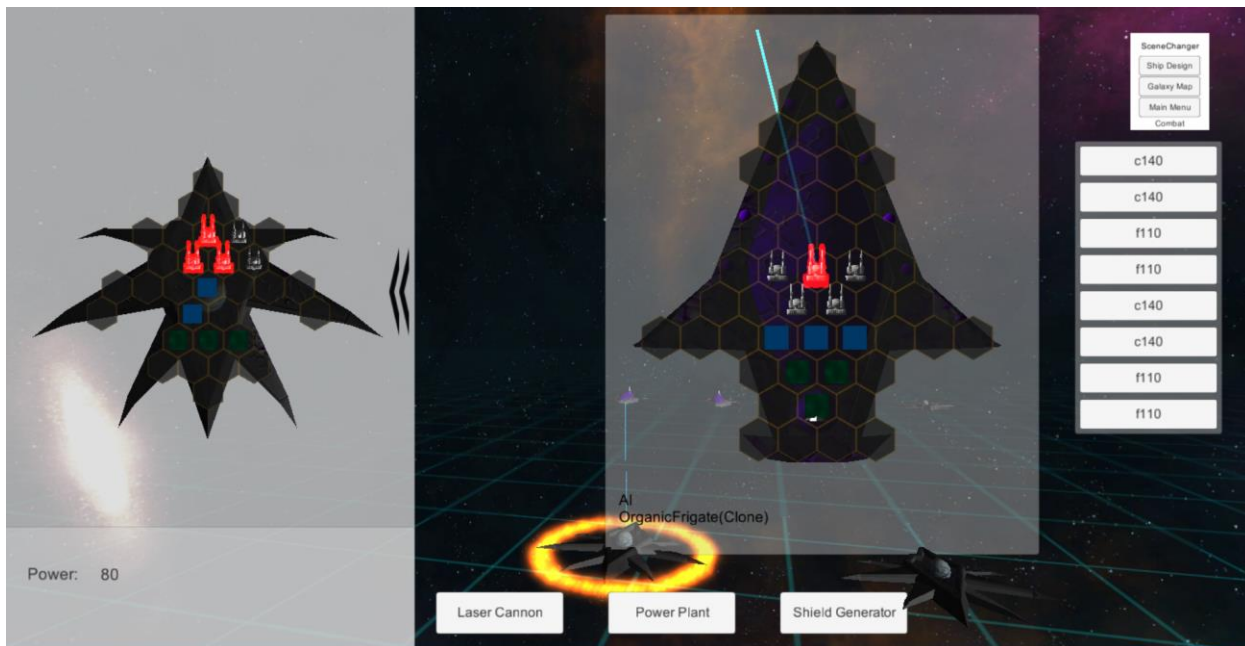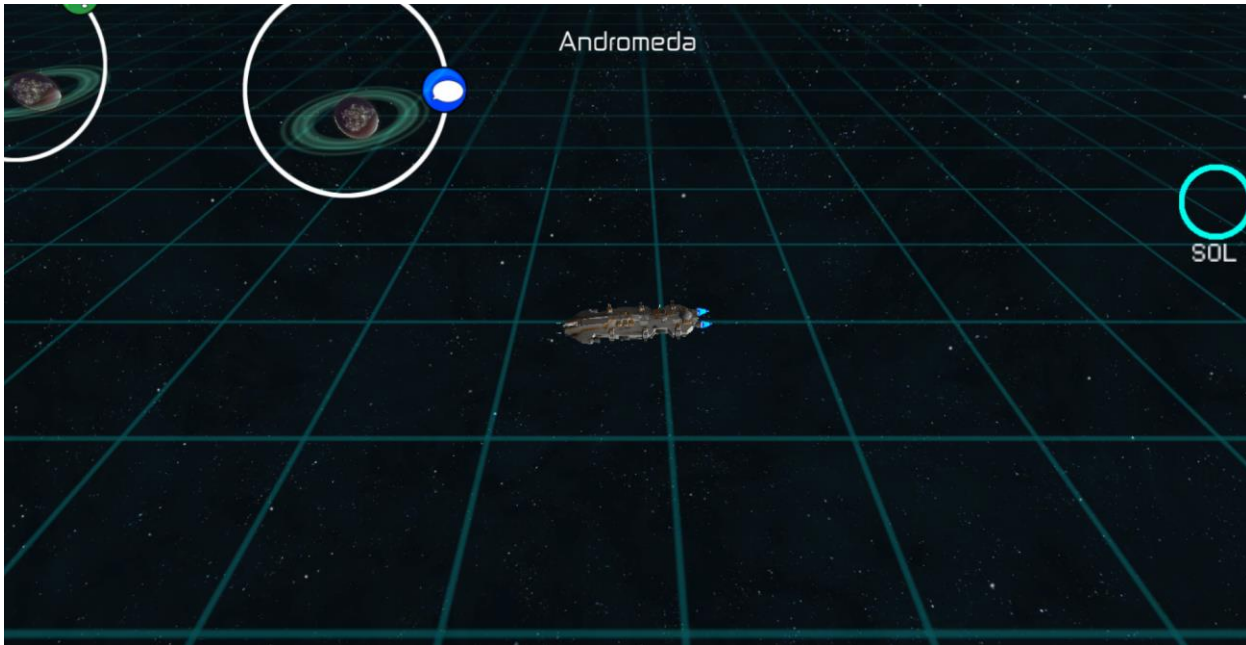
Exploration

Visual Fidelity/Polish