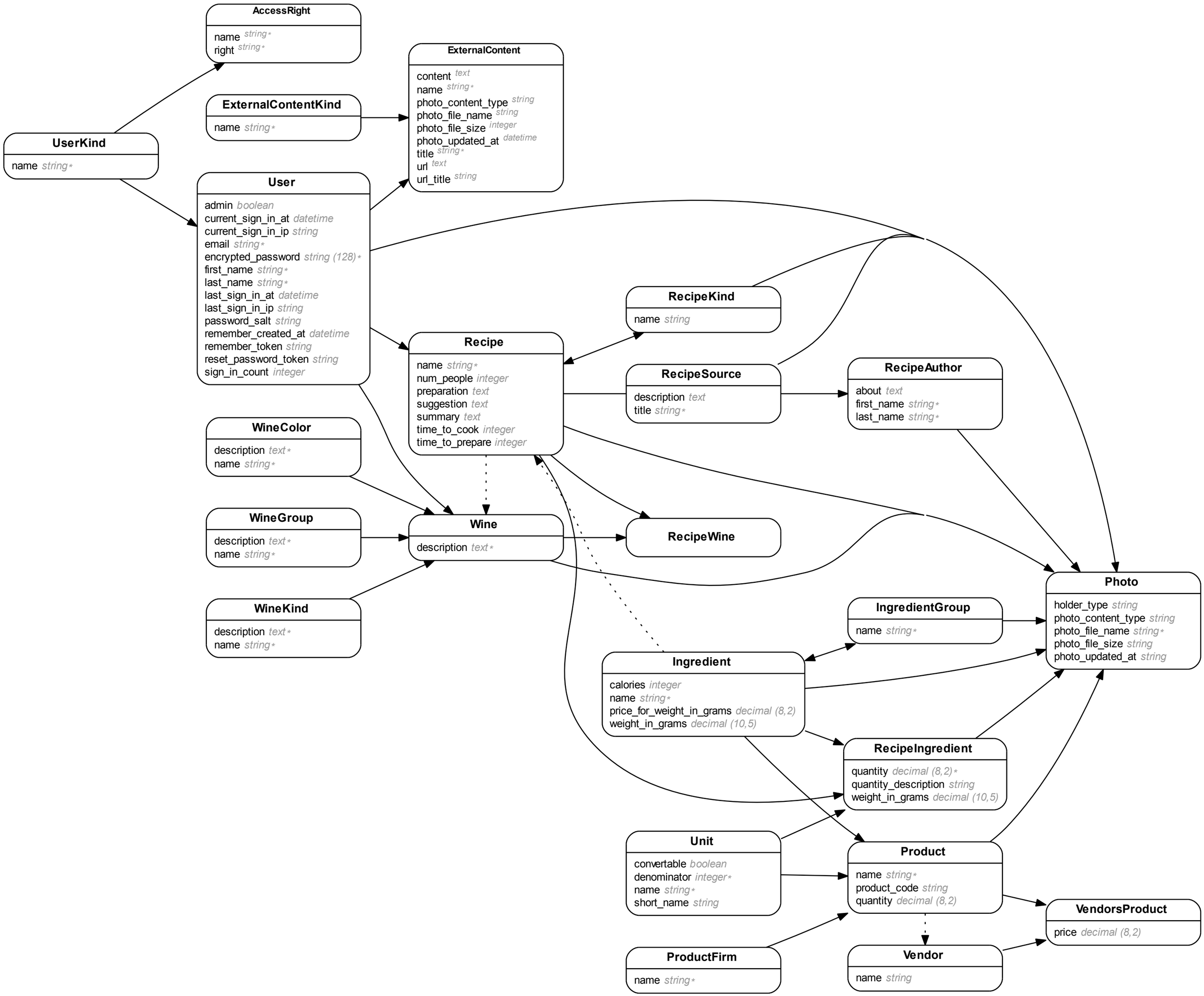App domain model