$$\begin{pmatrix} x_R \\ y_R \end{pmatrix} = \underbrace{r}_{\text{Scaling}} \cdot \underbrace{\begin{pmatrix} \sin \gamma & -\cos \gamma \\ \cos \gamma & \sin \gamma \end{pmatrix}}_{\text{Rotation}} \begin{pmatrix} x_K \\ y_K \end{pmatrix} + \underbrace{\begin{pmatrix} t_x \\ t_y \end{pmatrix}}_{\text{Translation}} \qquad (10.4)$$