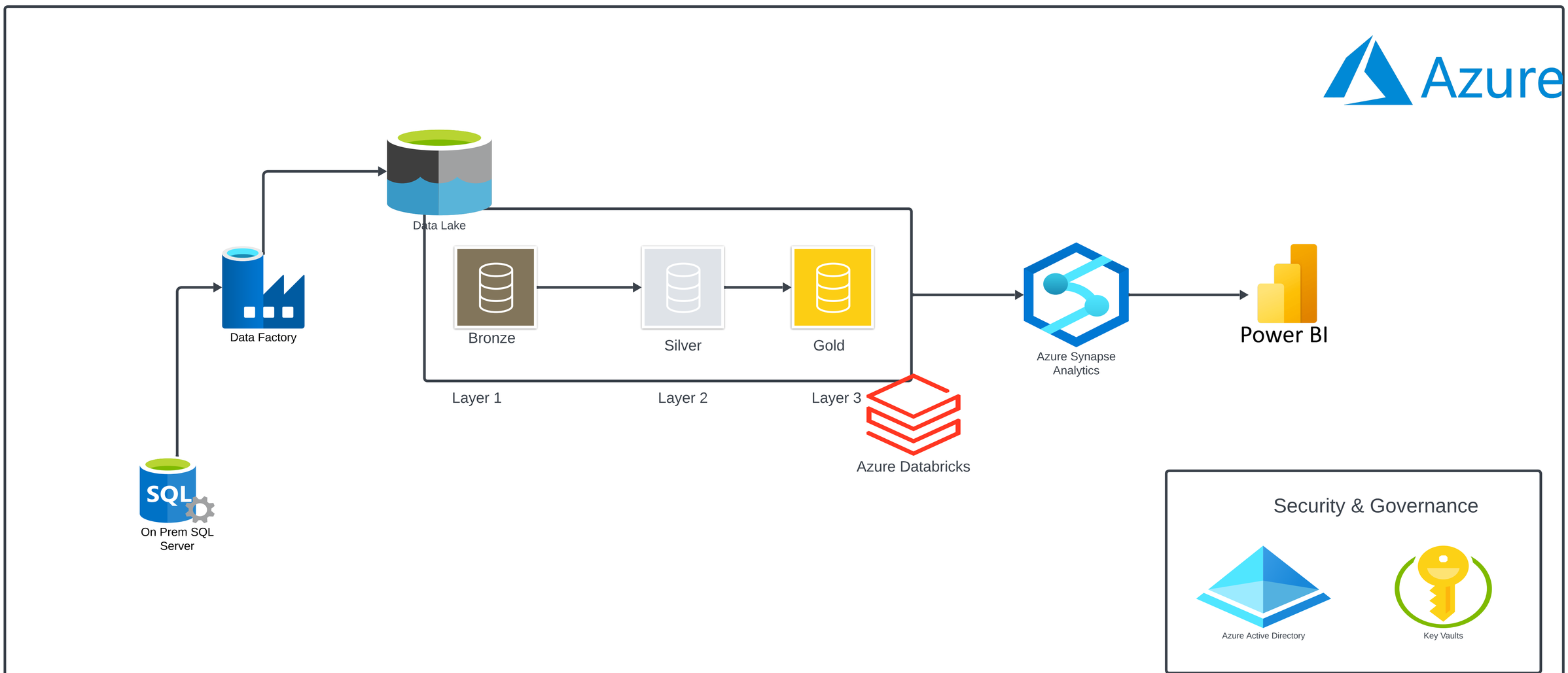MEDALLION ARCHITECHTURE