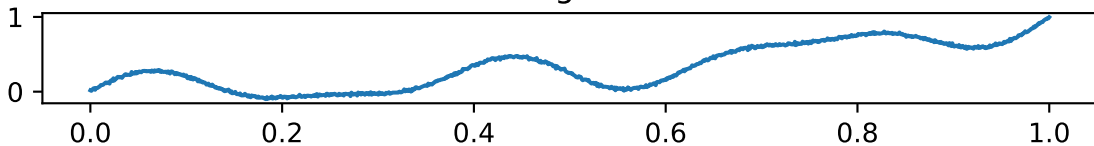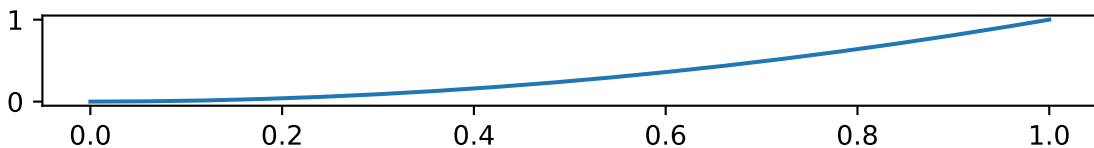Trend, Season,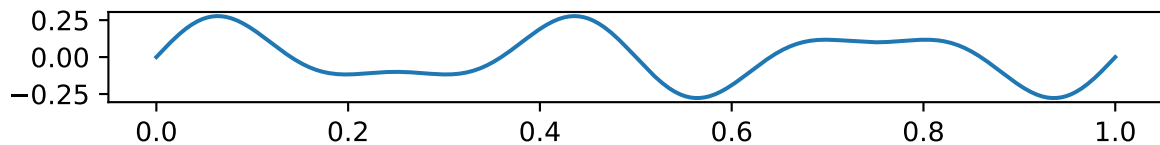 Noise