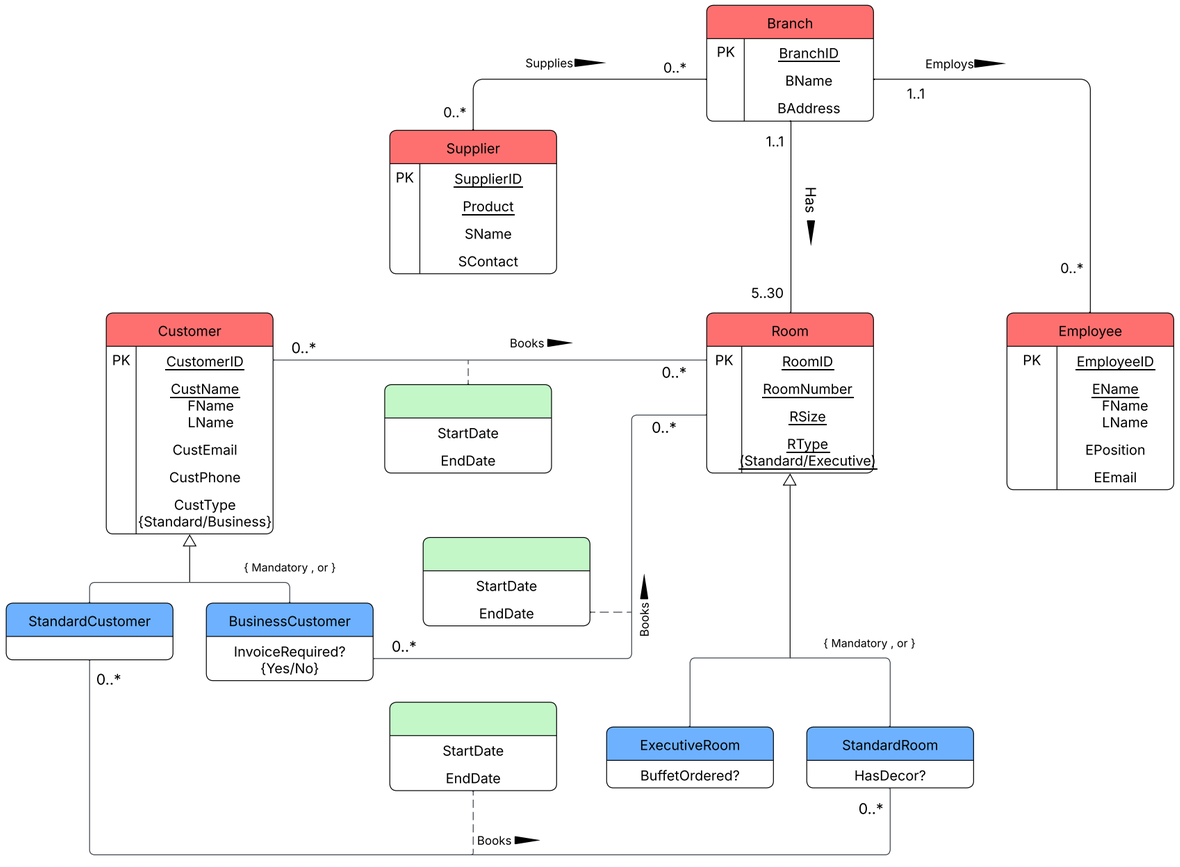
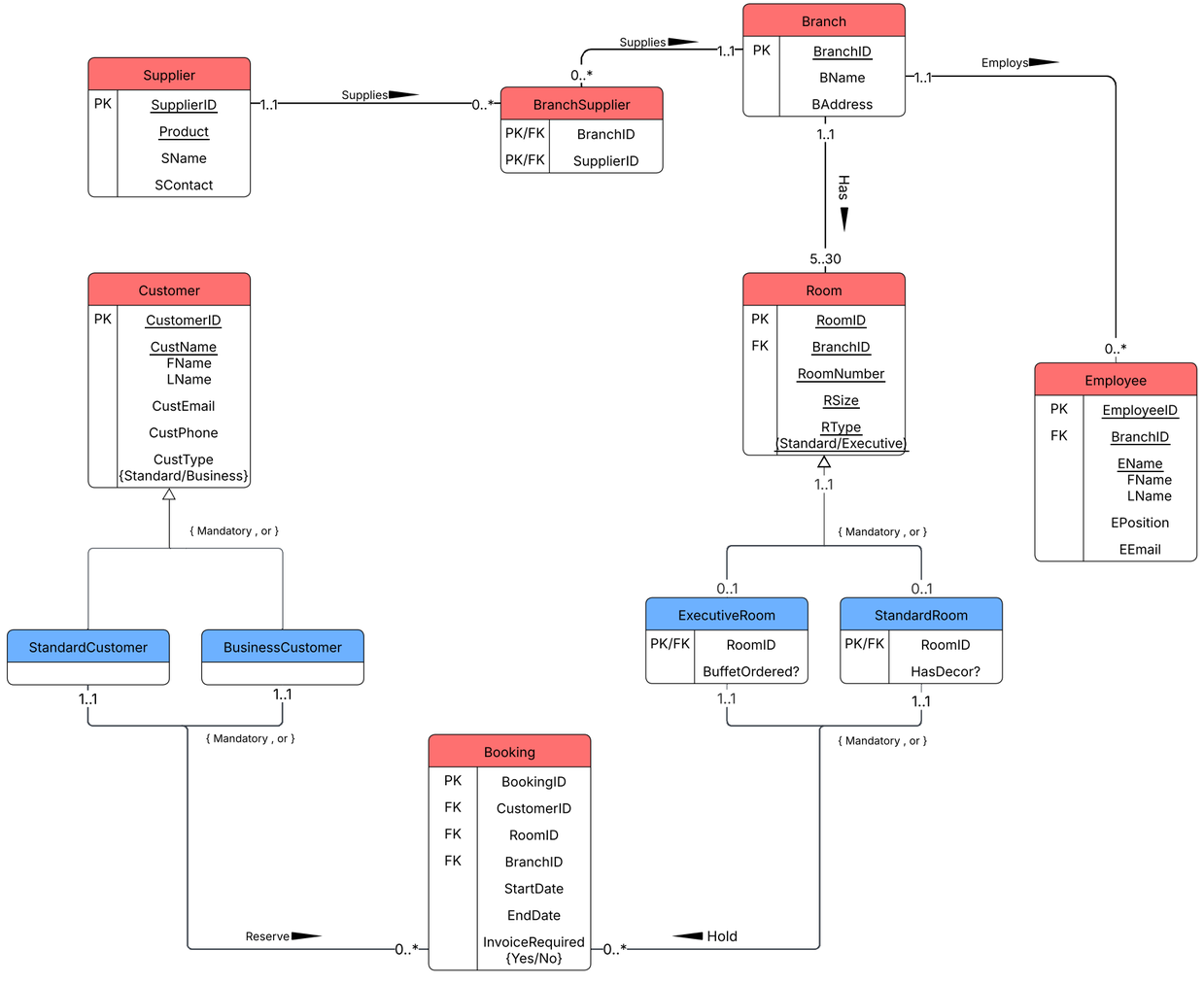
conceptual



logical