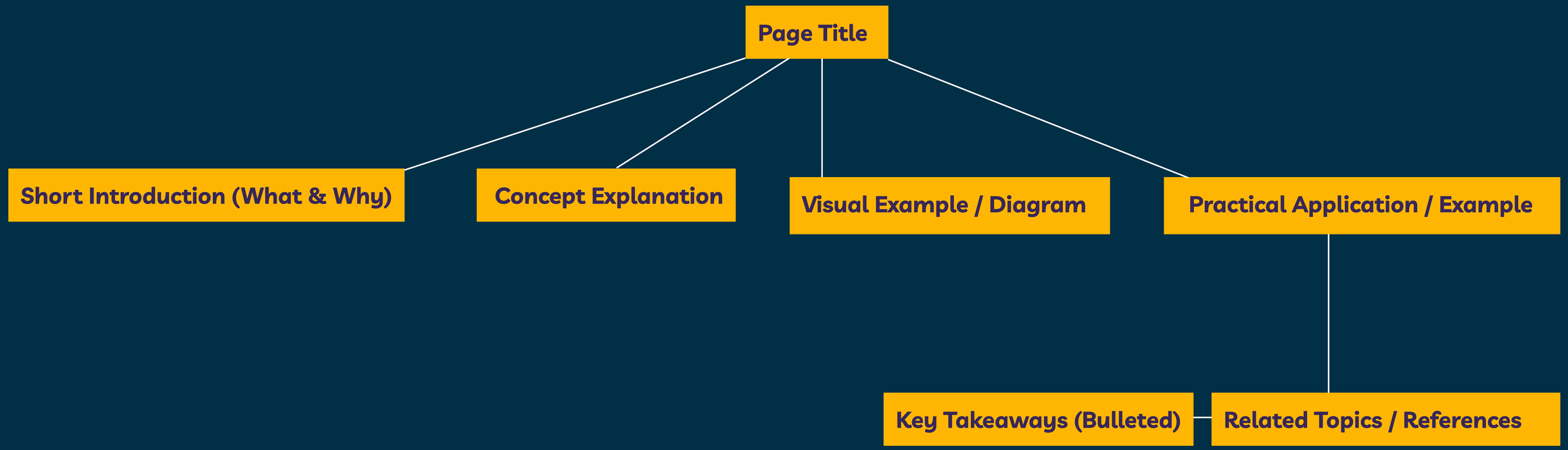INFORMATION ARCHITECTURE - IN PAGE