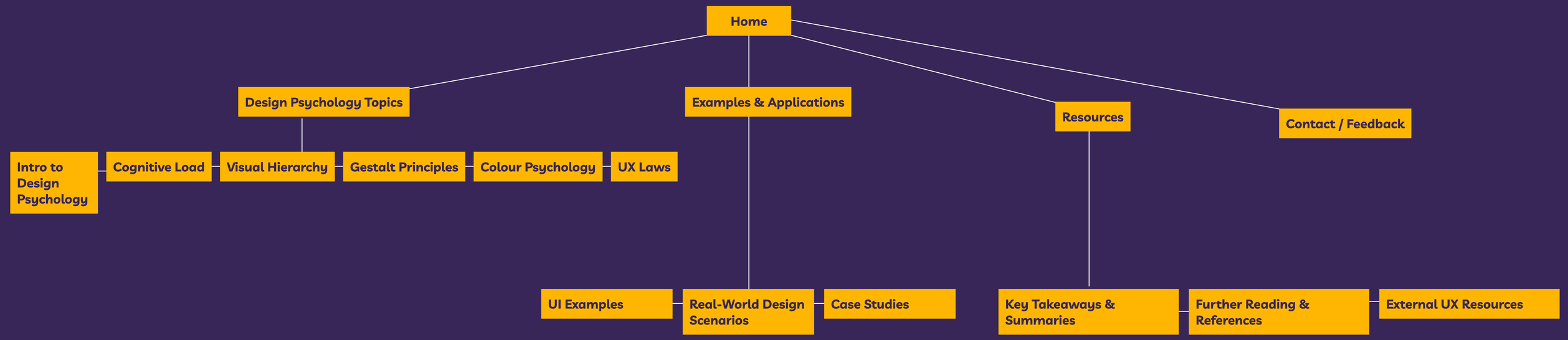INFORMATION ARCHITECTURE