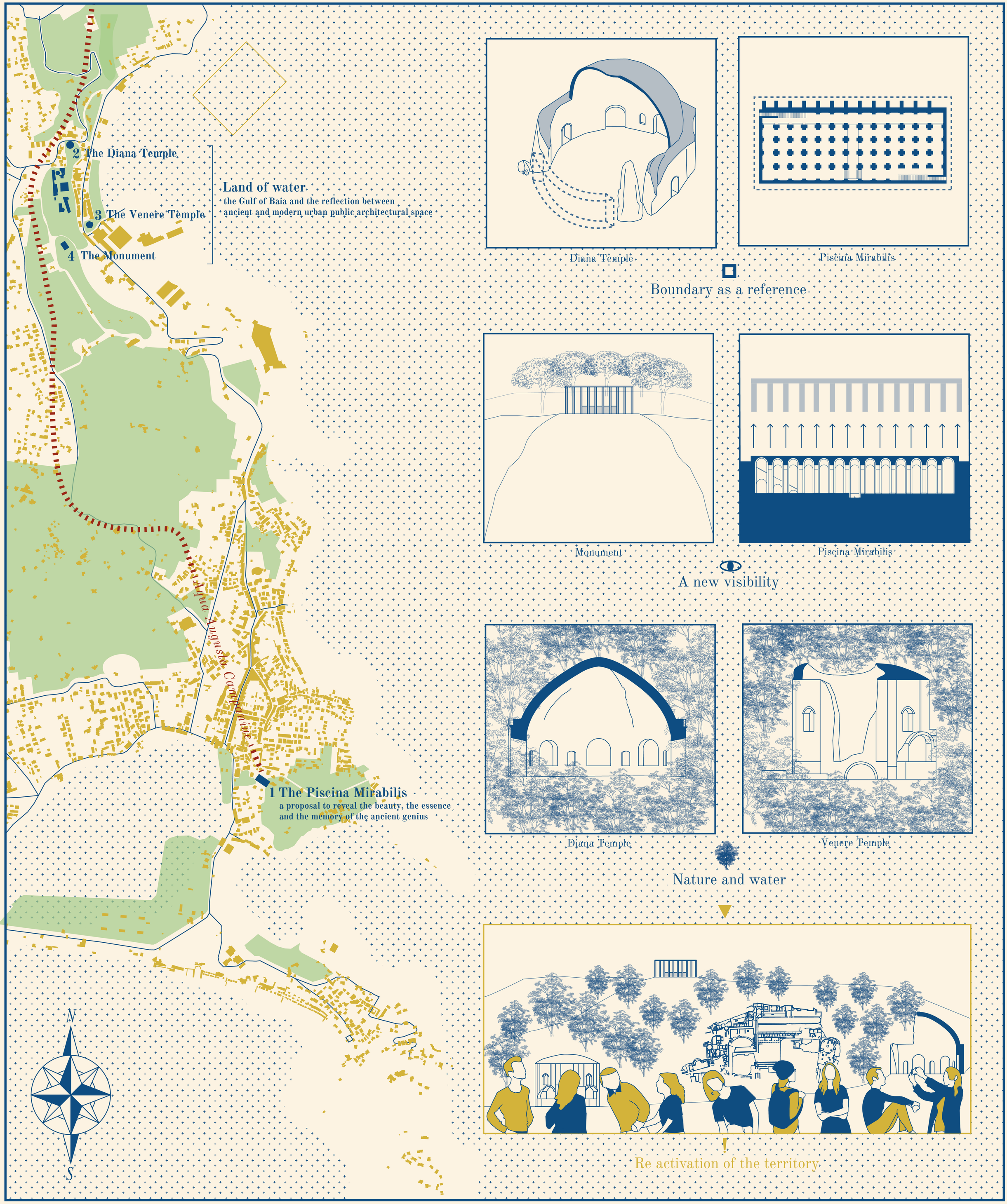

STRATEGY AND DESIGN THEMES