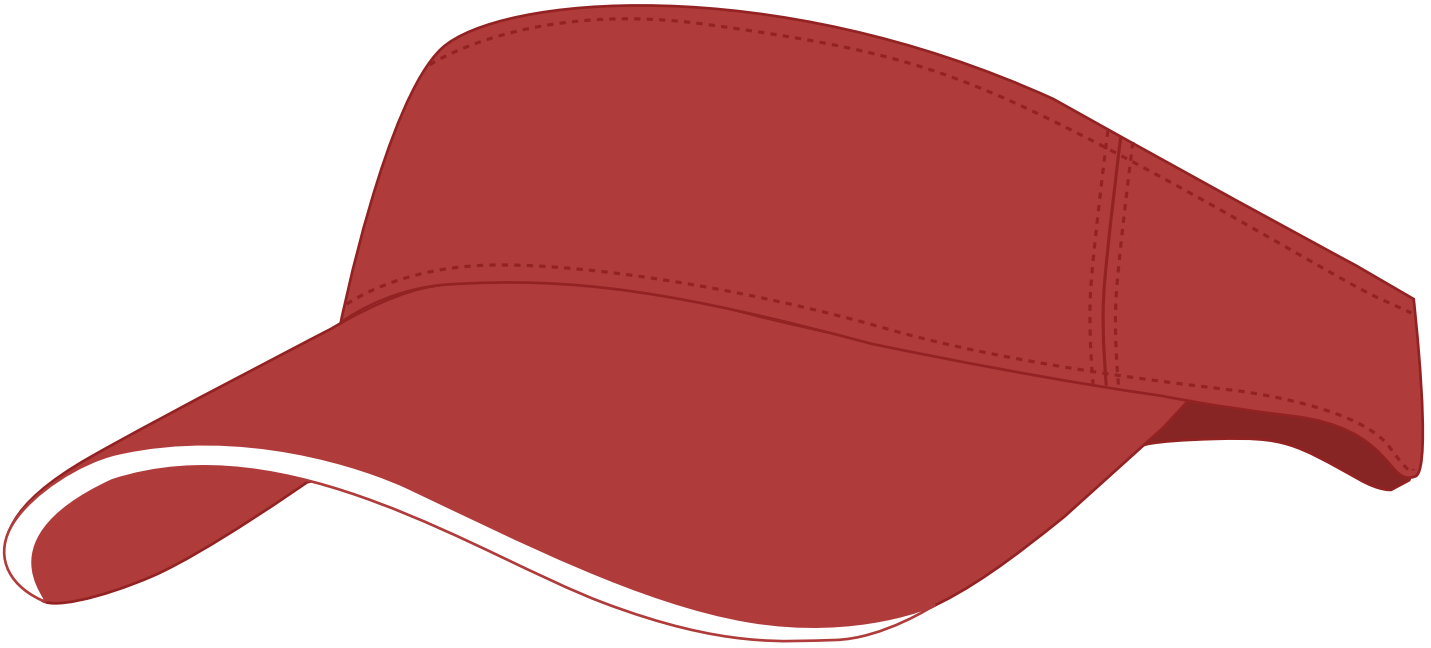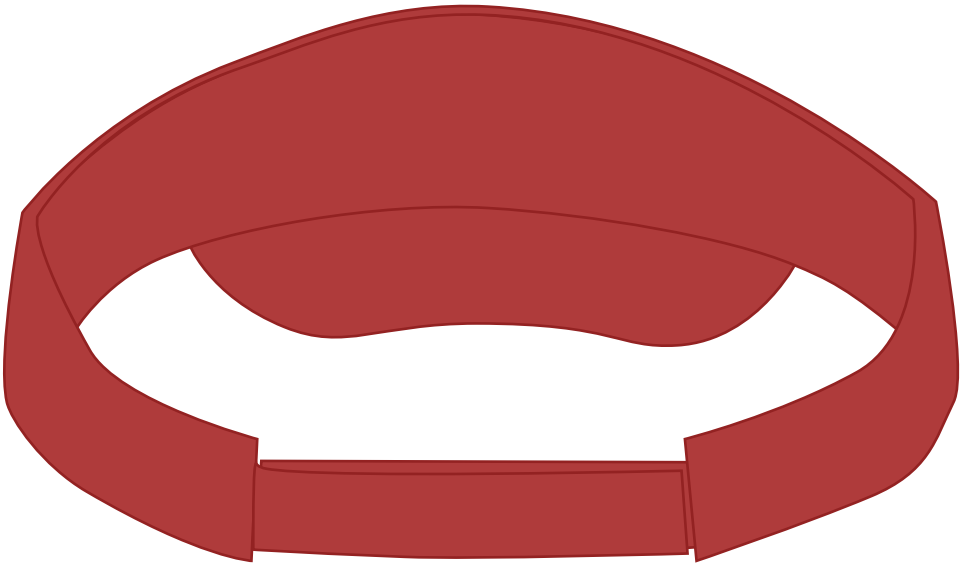CONCEPT VISUAL