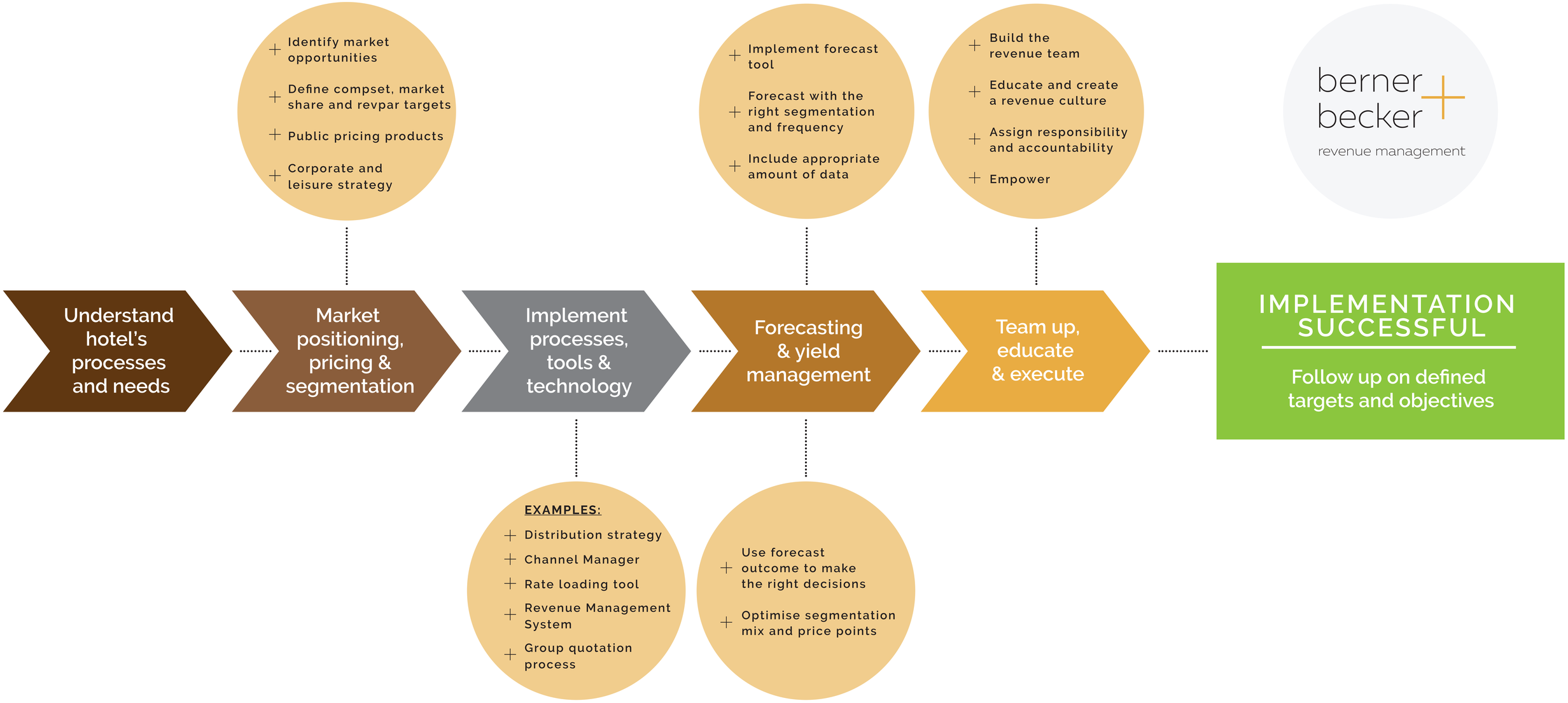IMPLEMENTATION MODEL