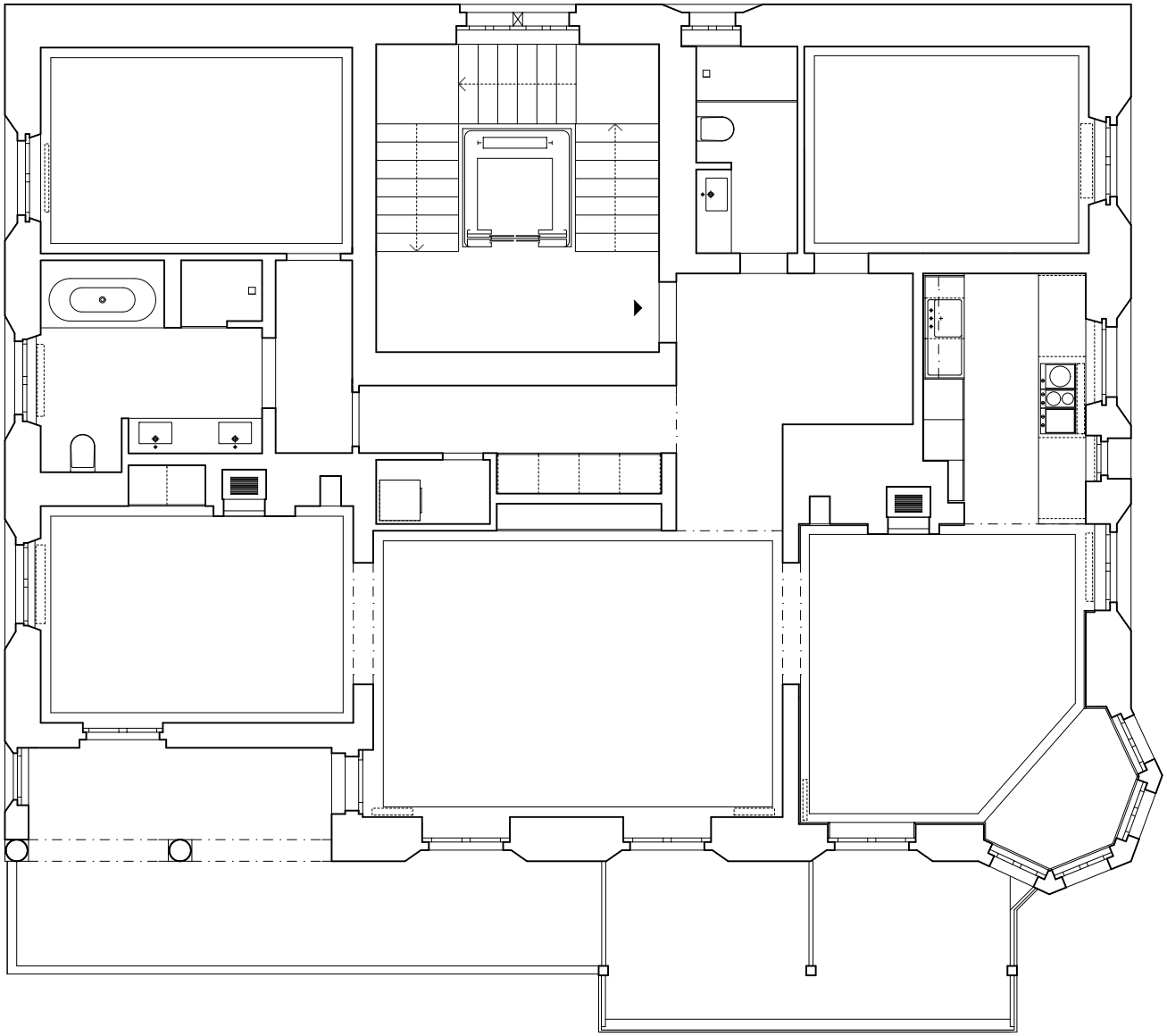THINK ARCHITECTURE