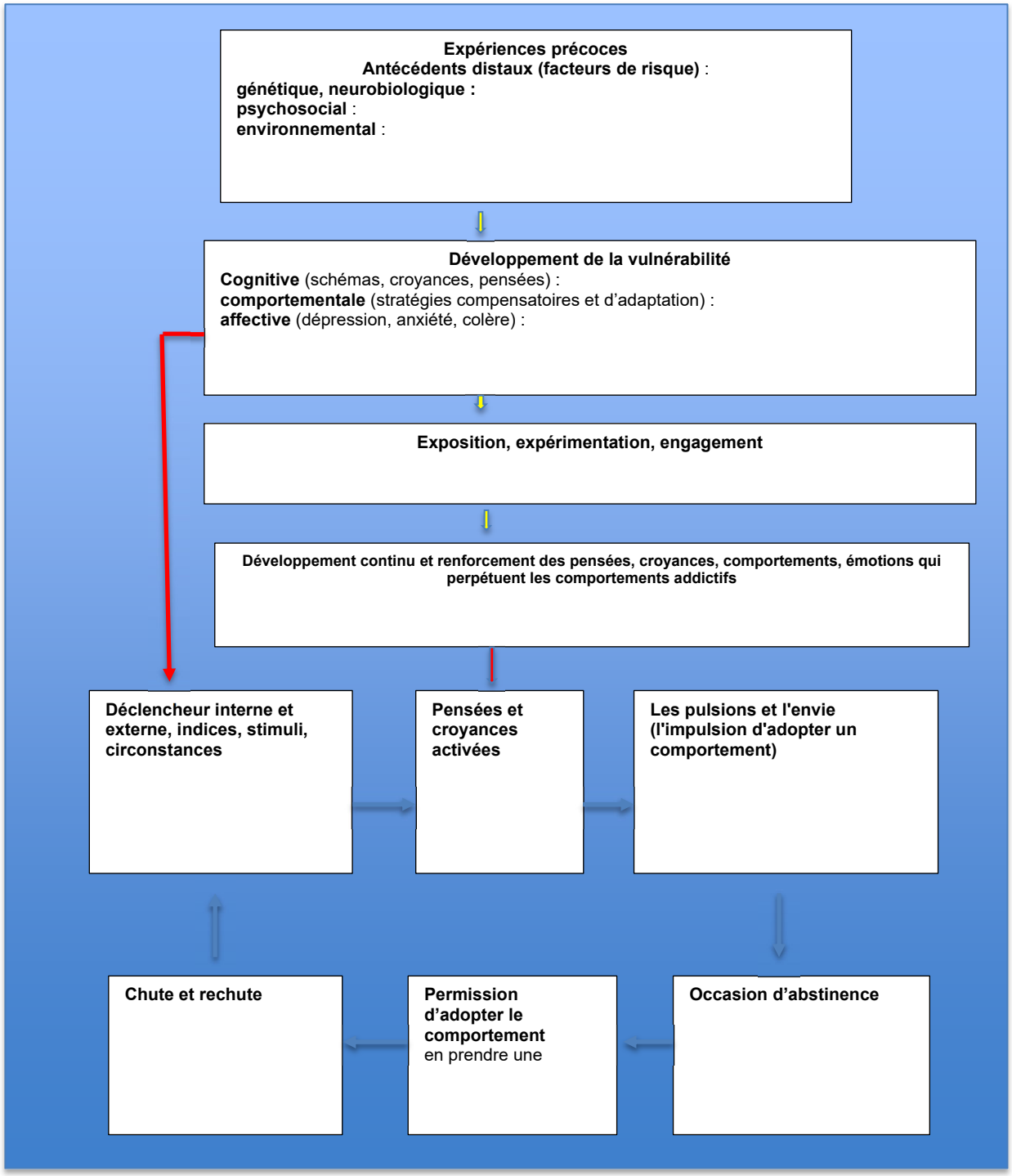Conceptualisation