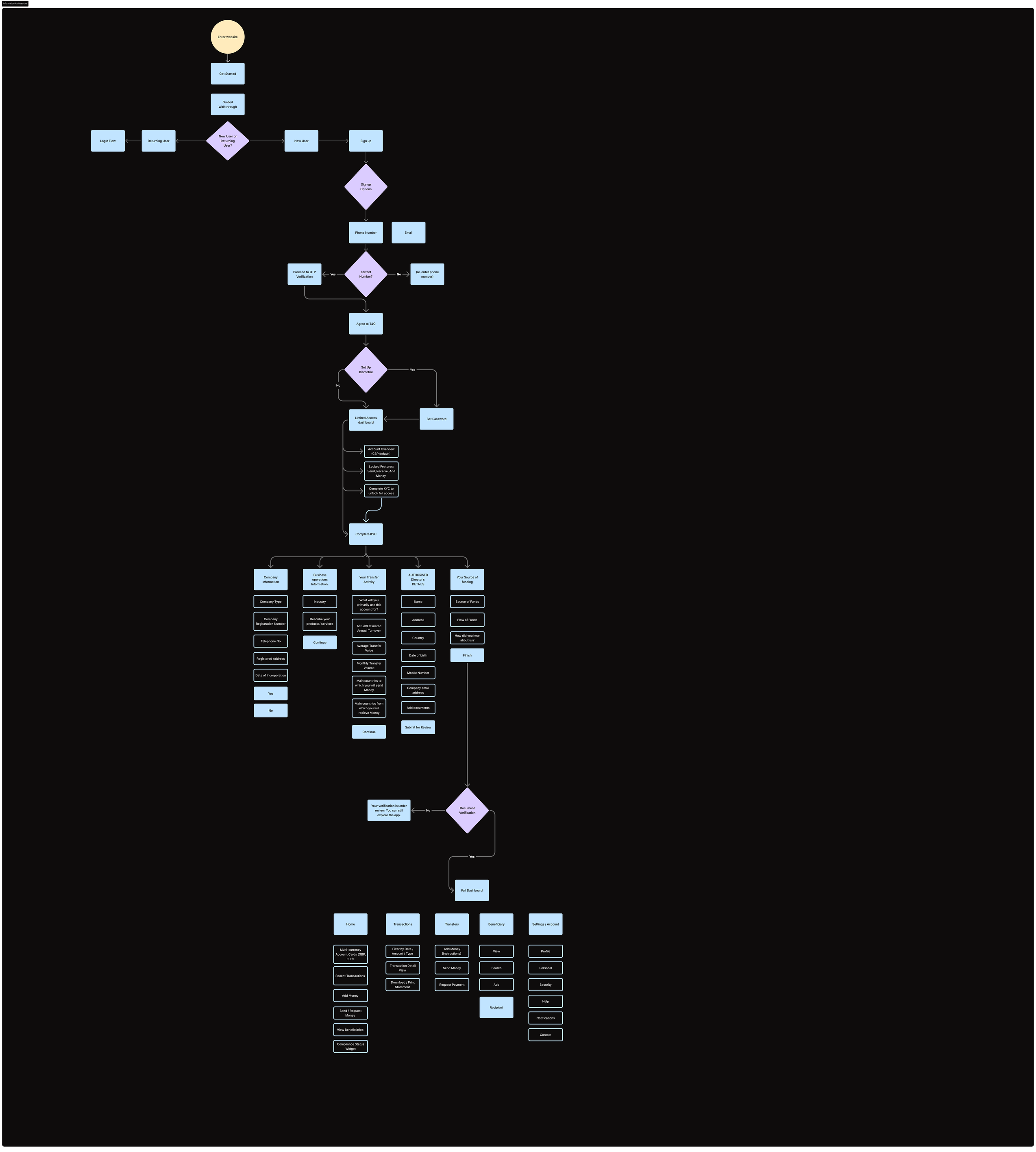Information Architecture