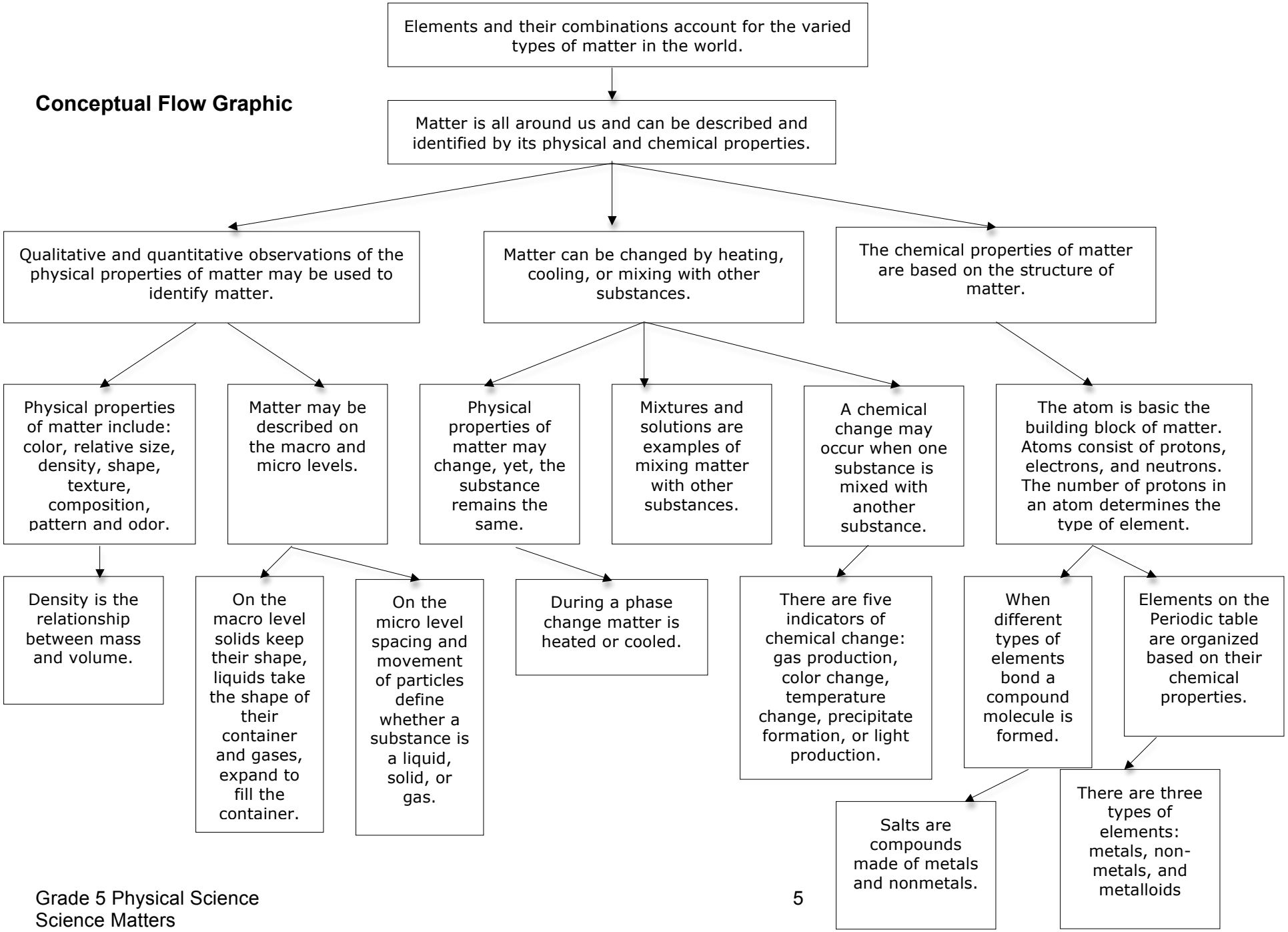Conceptual Flow Graphic