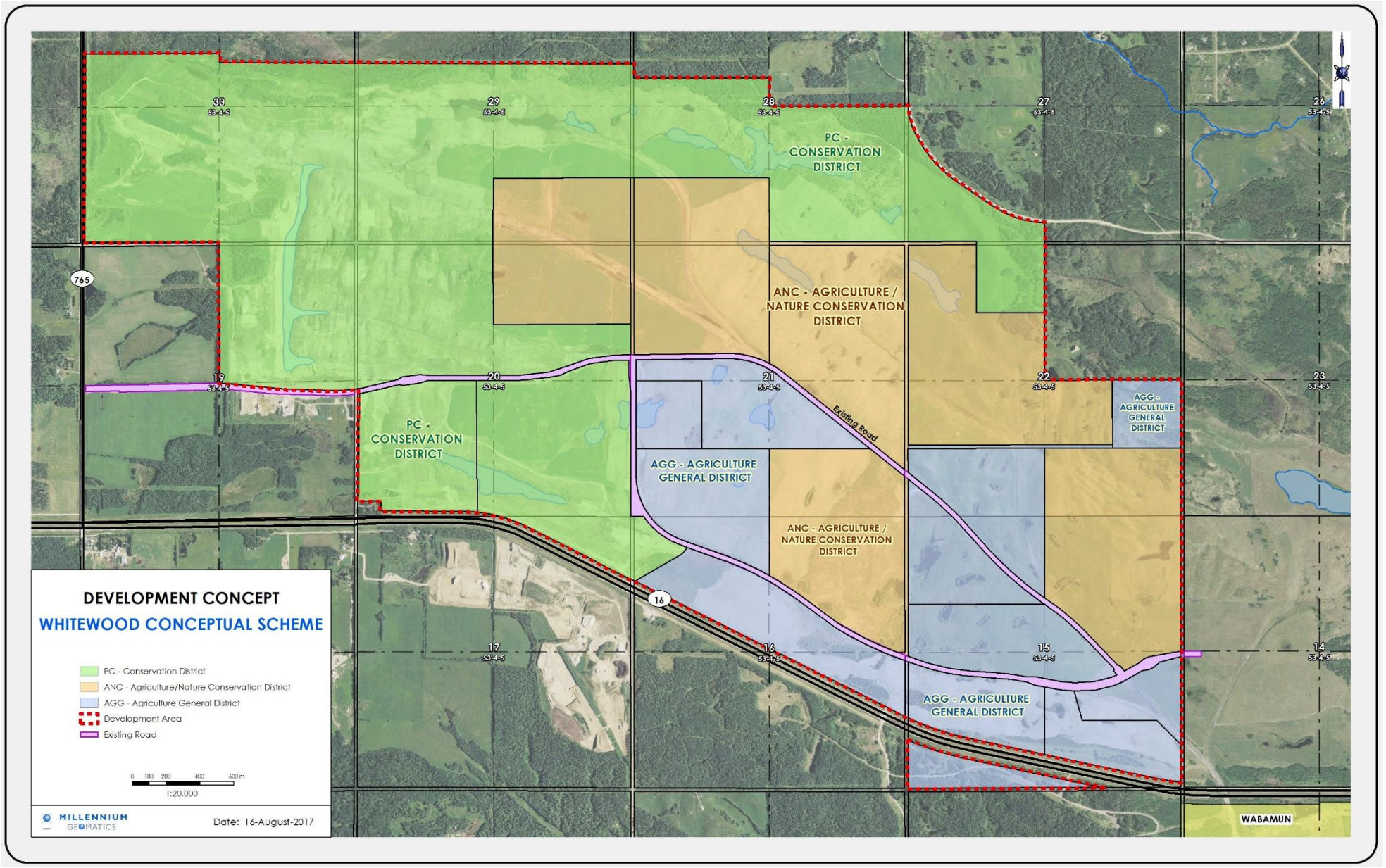Figure 7: Development Concept