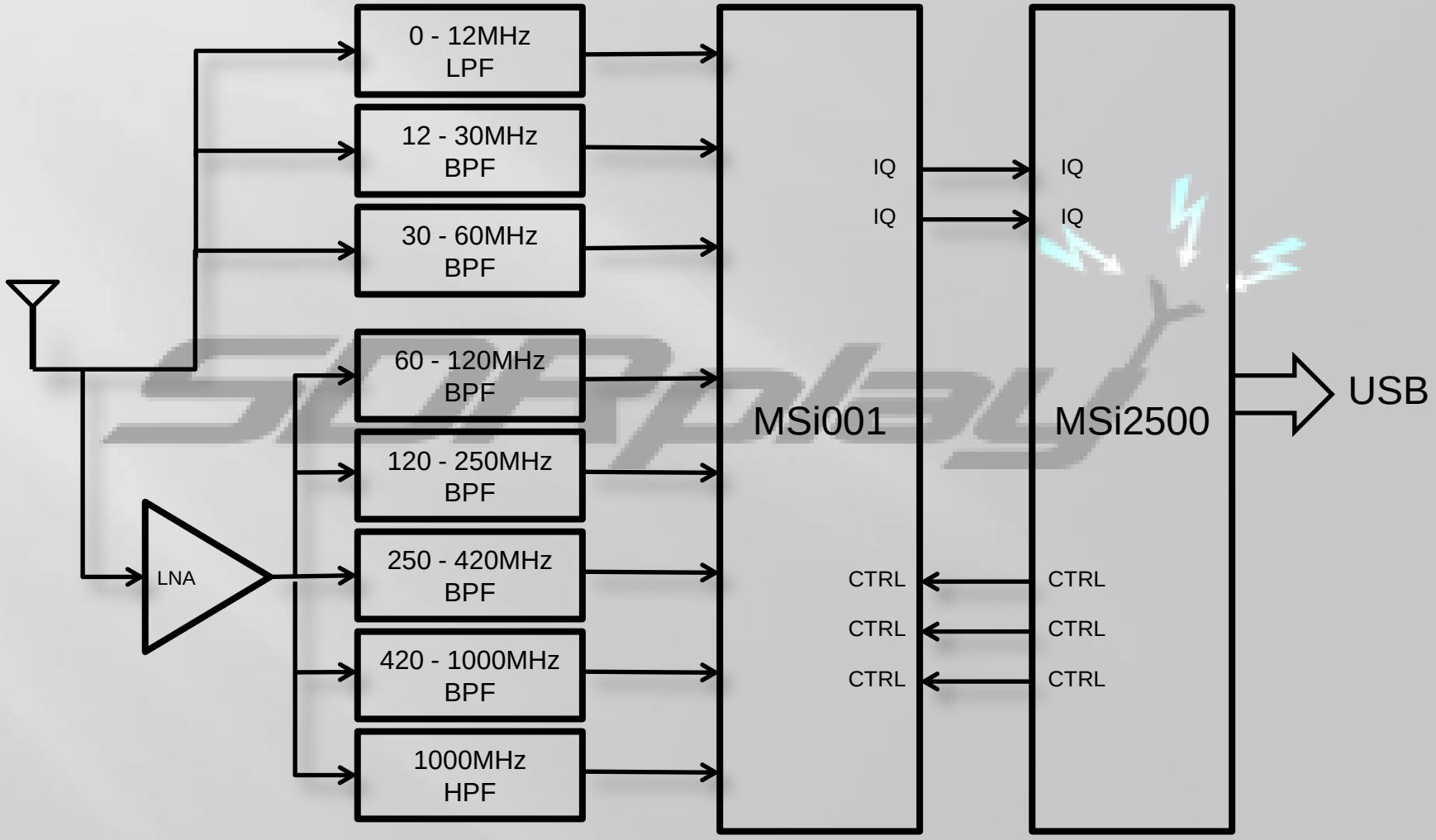Conceptual Block Diagram