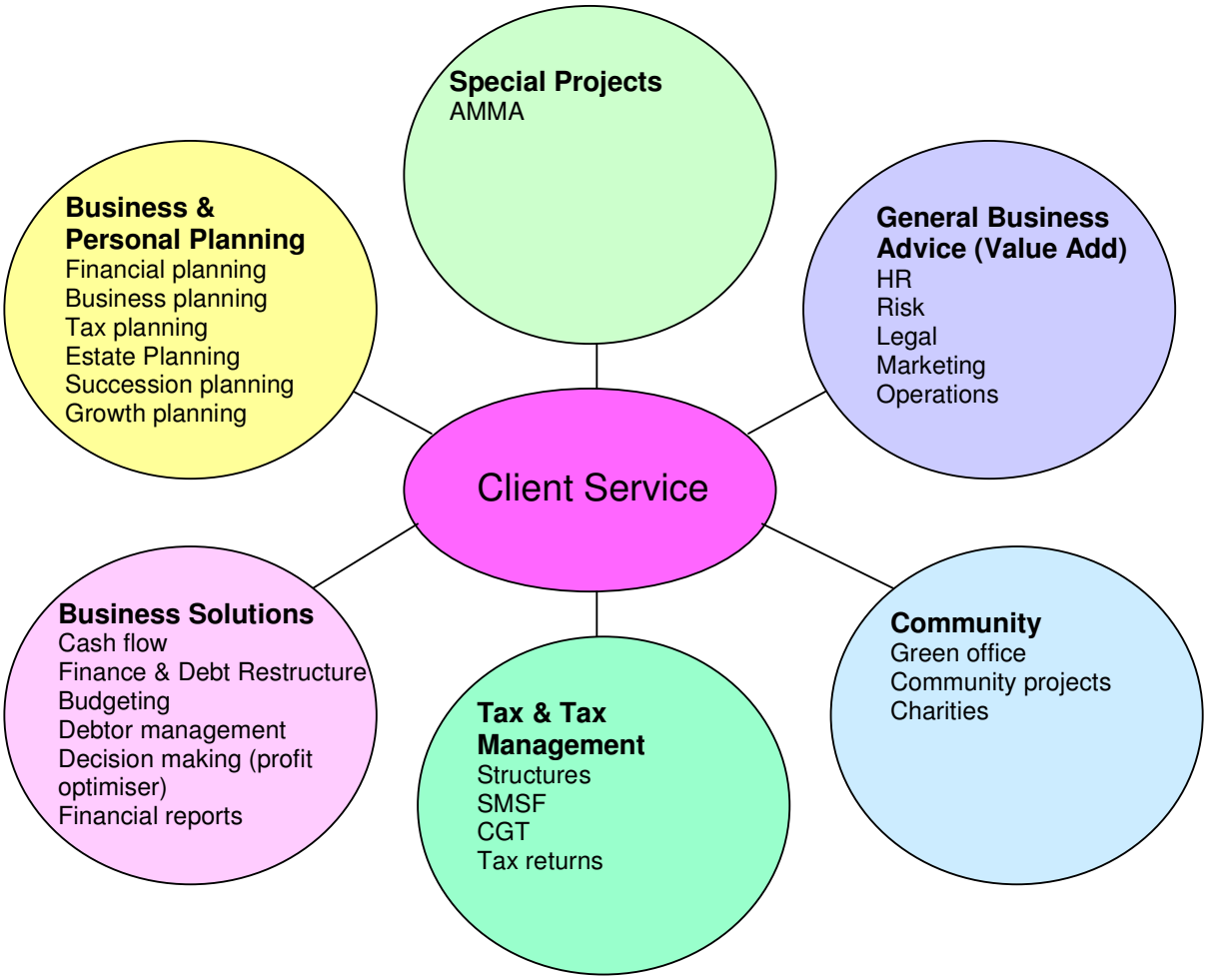Service Approach