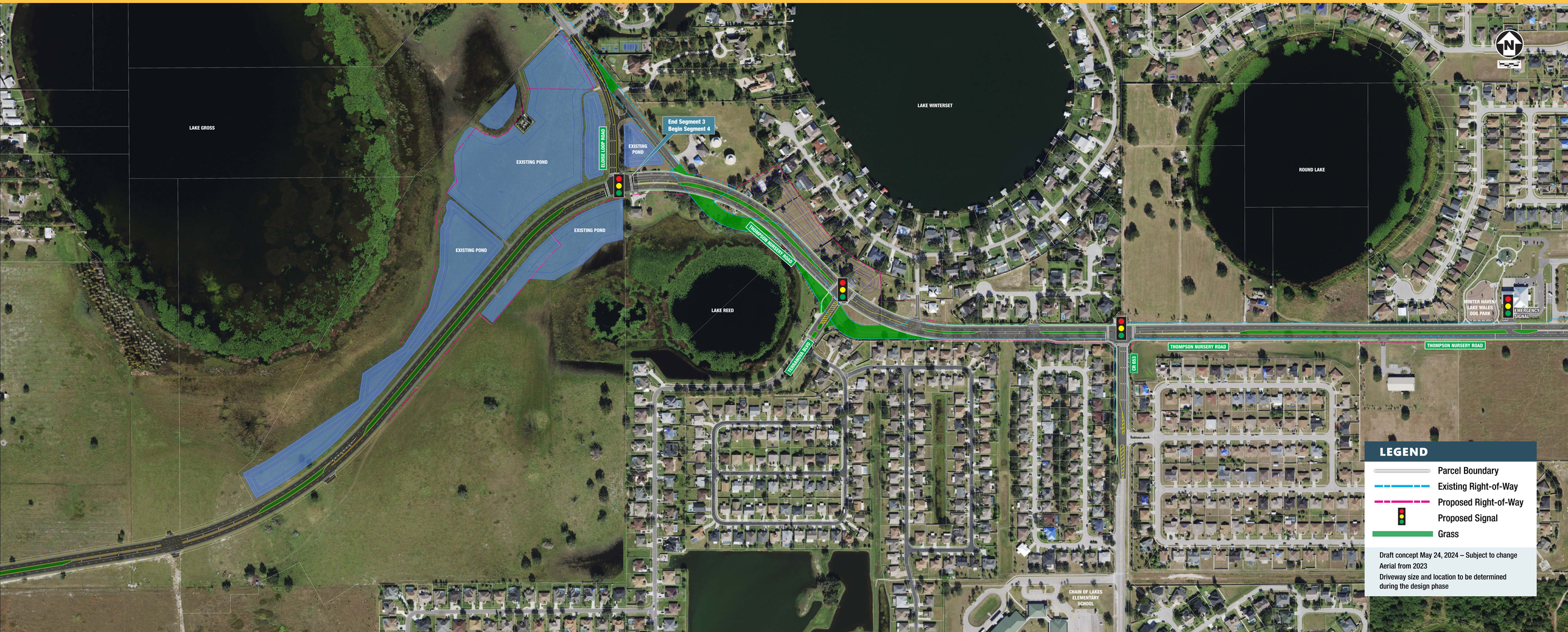SEGMENT 3 AND 4 CONCEPT