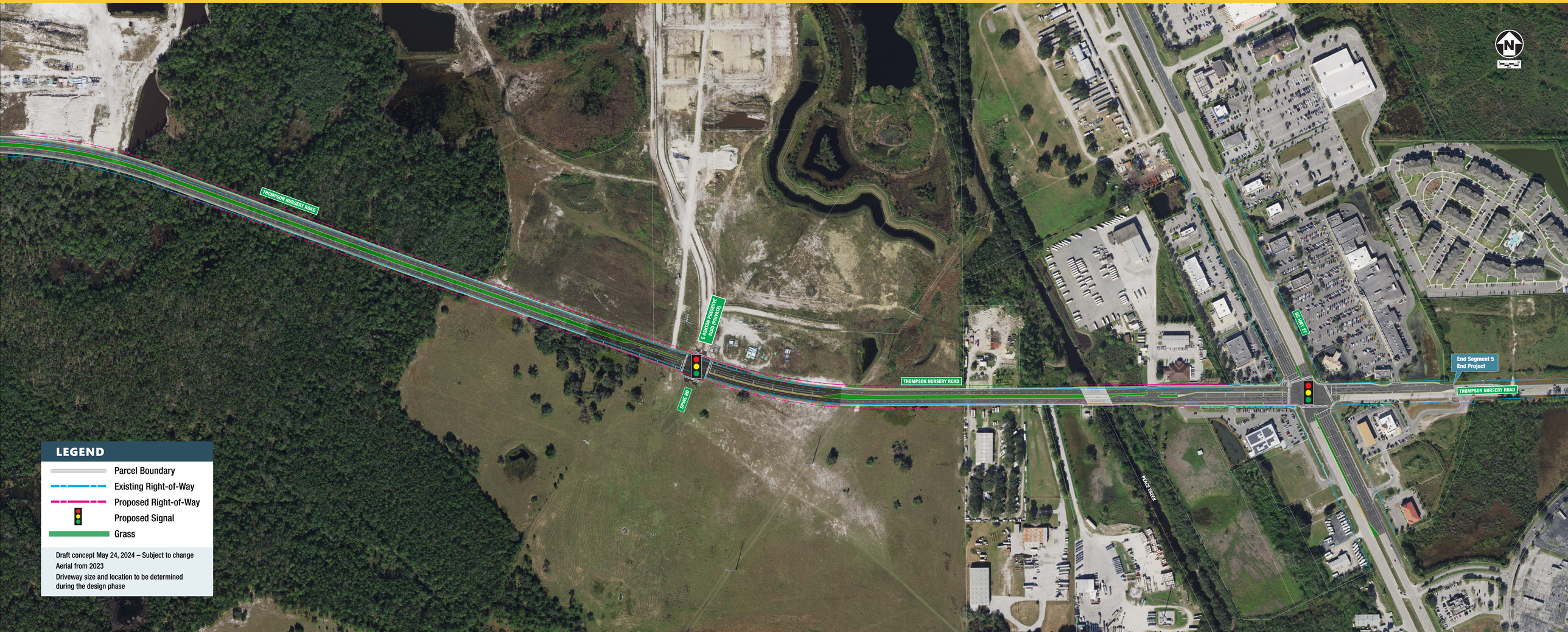SEGMENT 5 RECOMMENDED CONCEPT (SHEET 2)