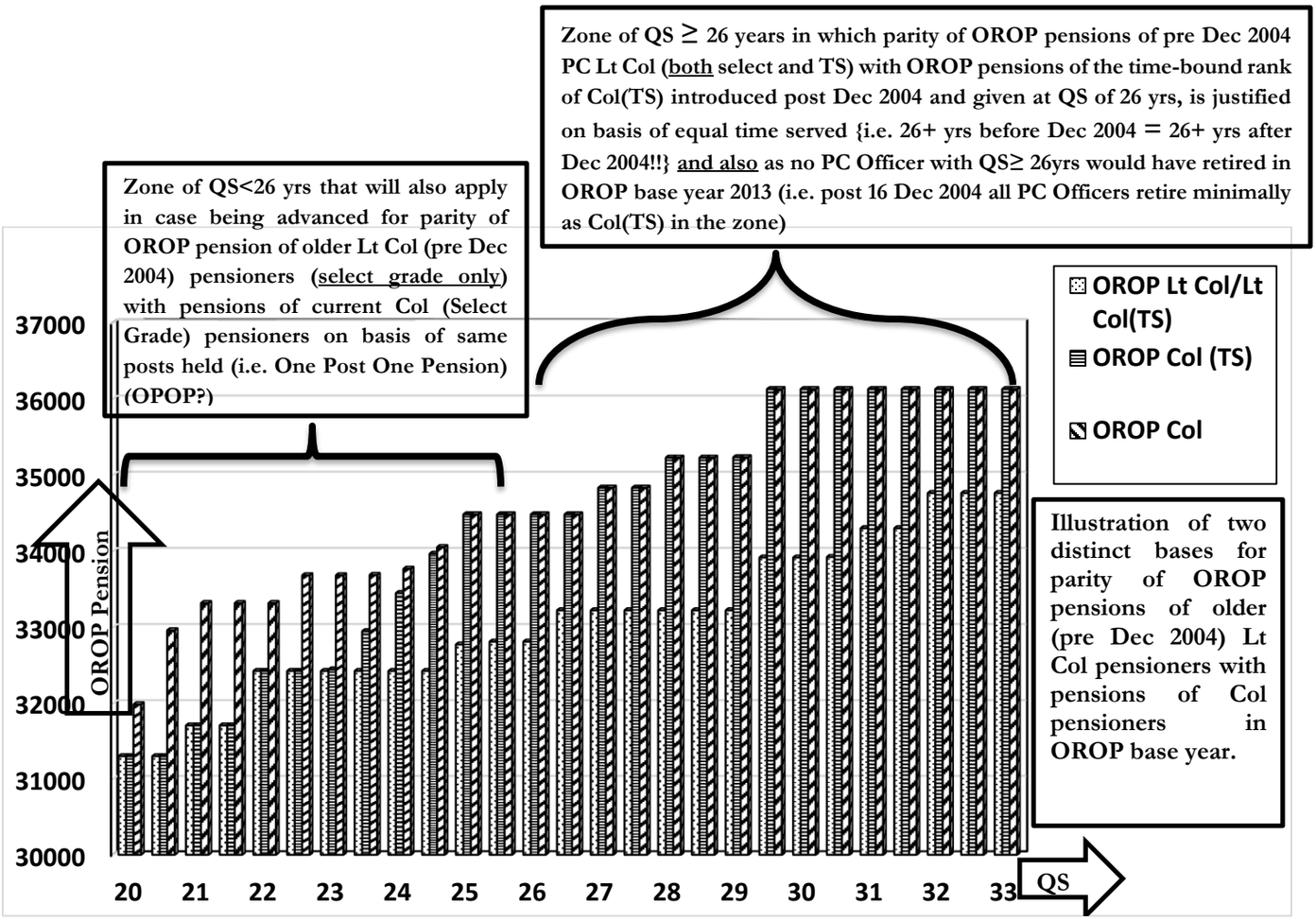Refers to this Blog Post (Please click to view).