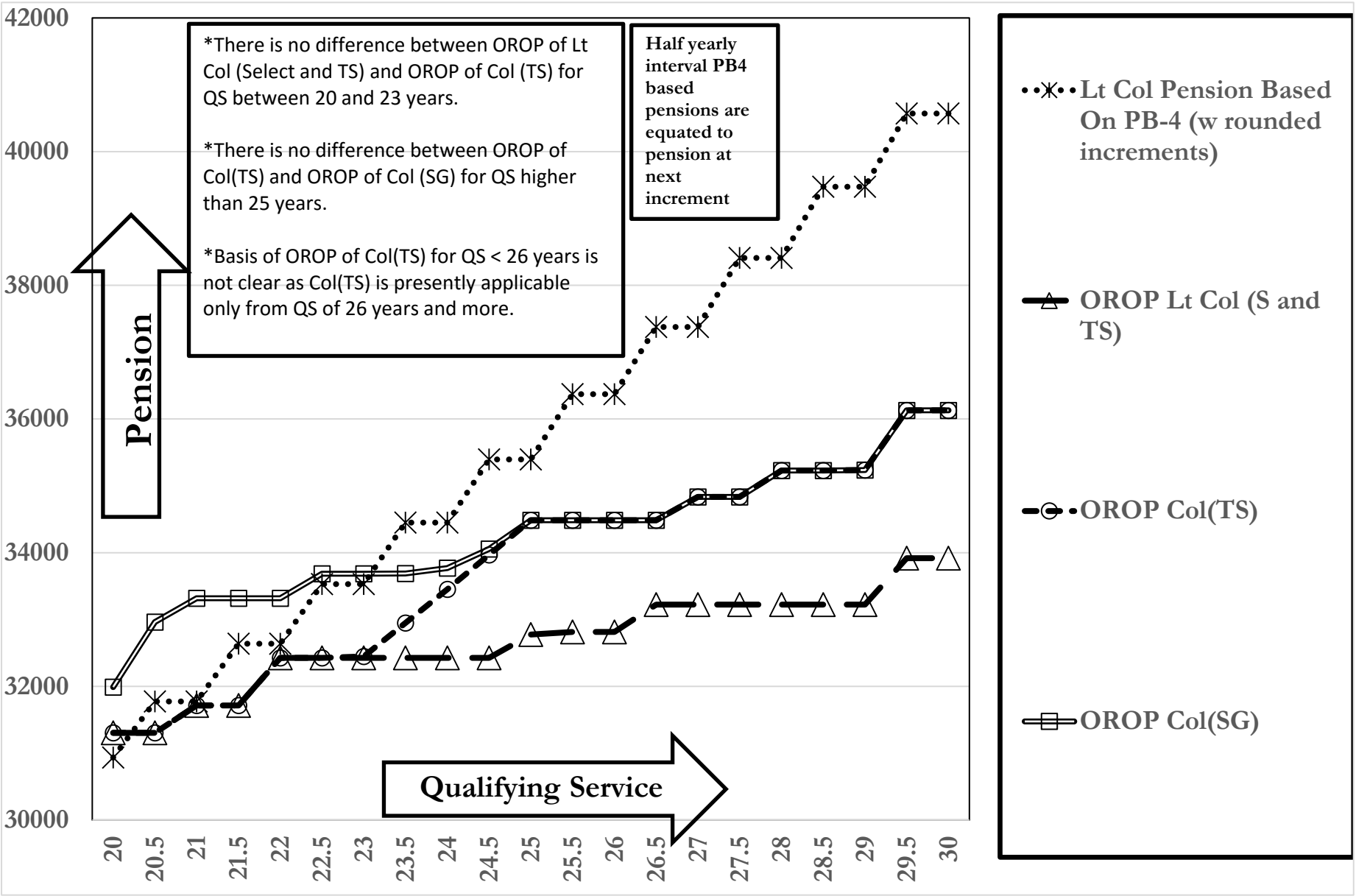Refers to this Blog Post (Please click to read)