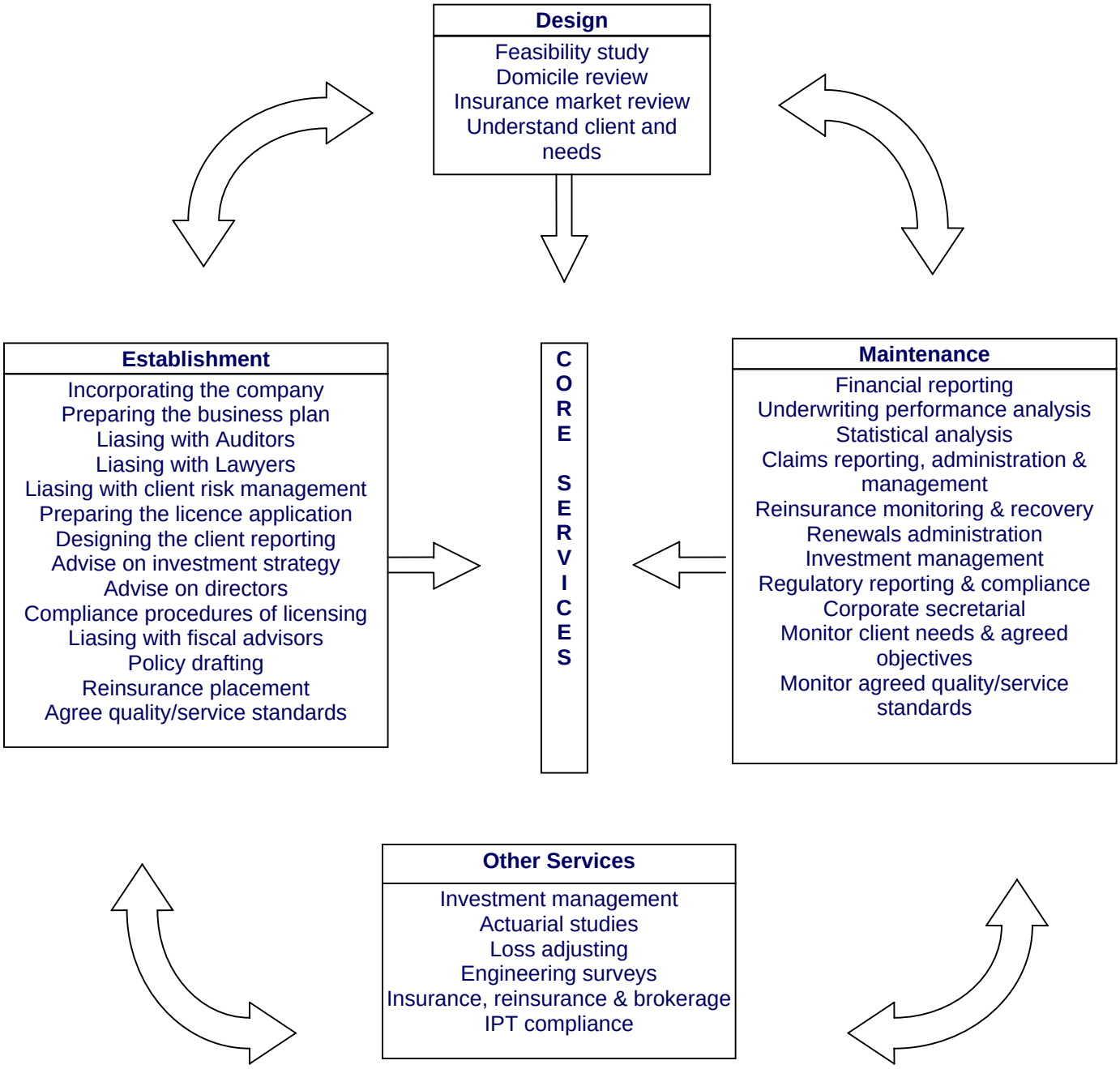CLIENT SERVICE APPROACH