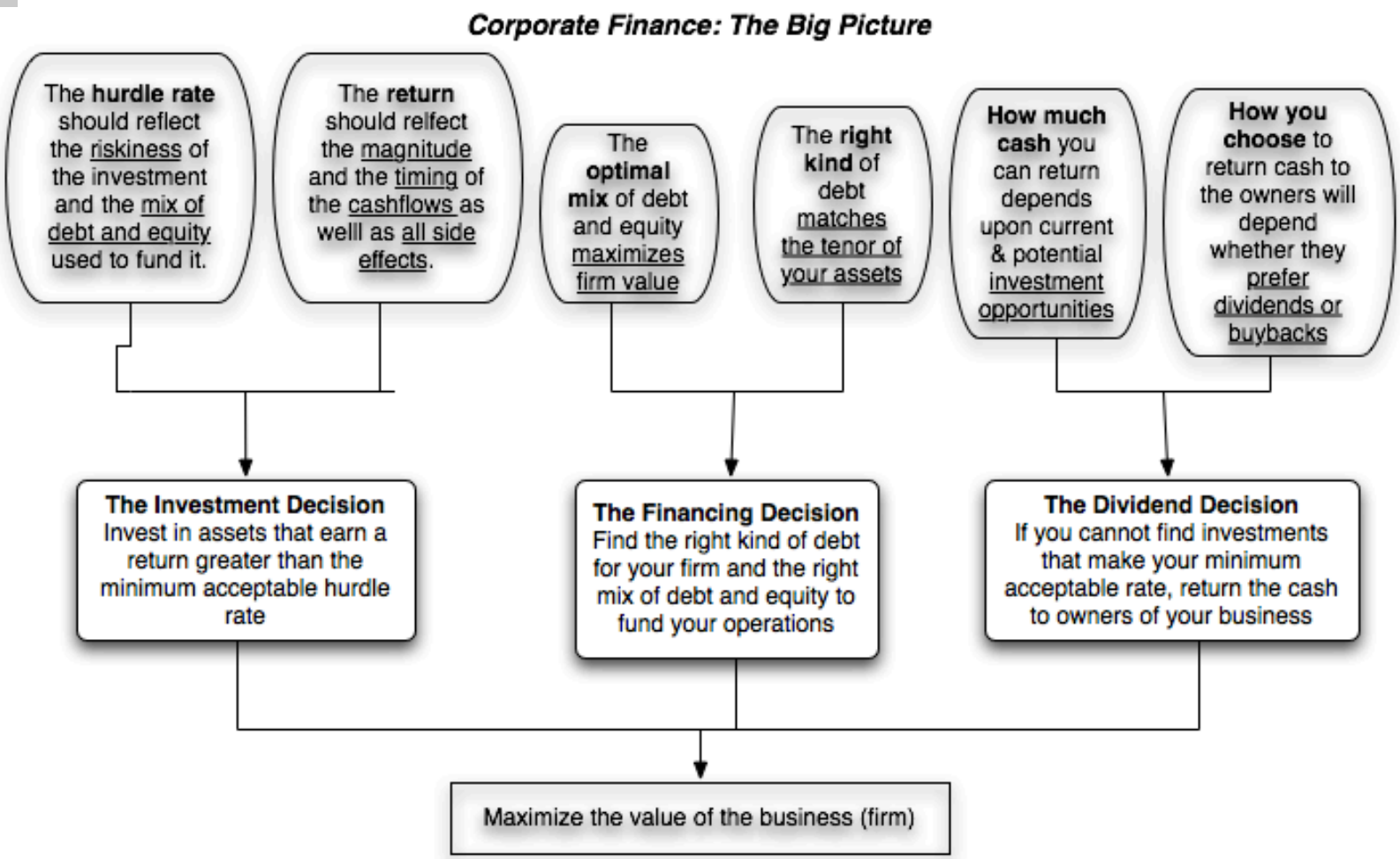First Principles