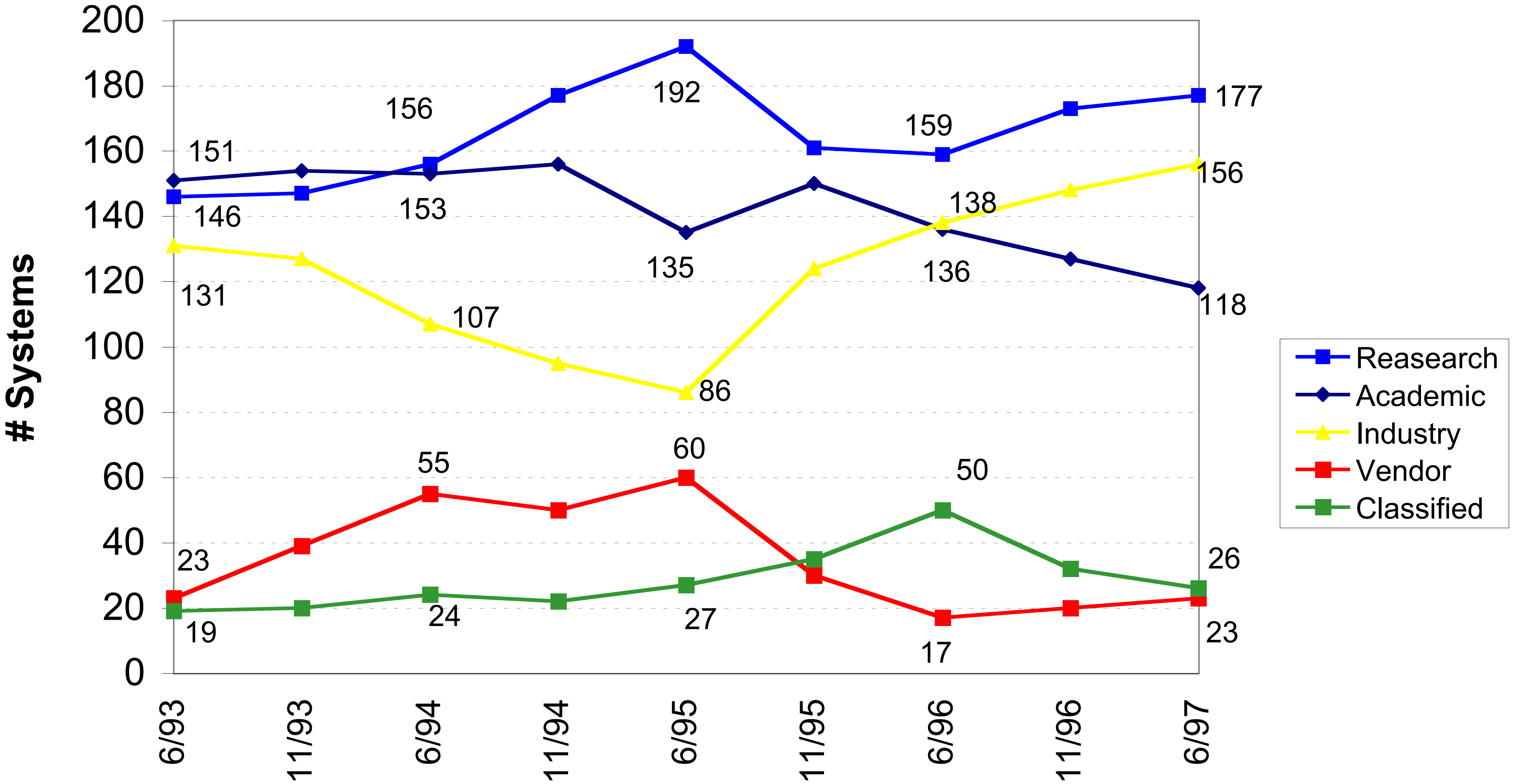Application Areas