Developing & Using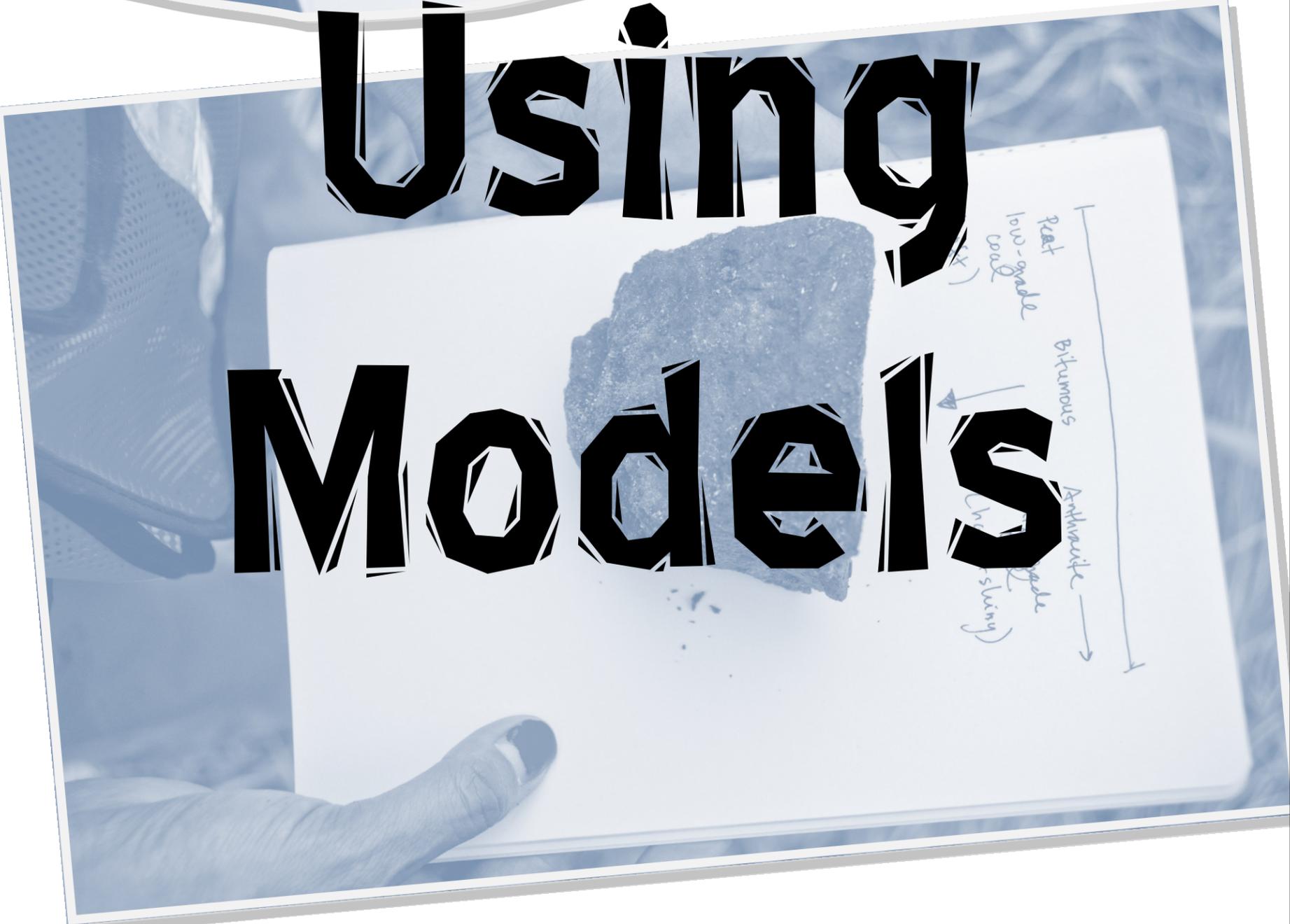 Models