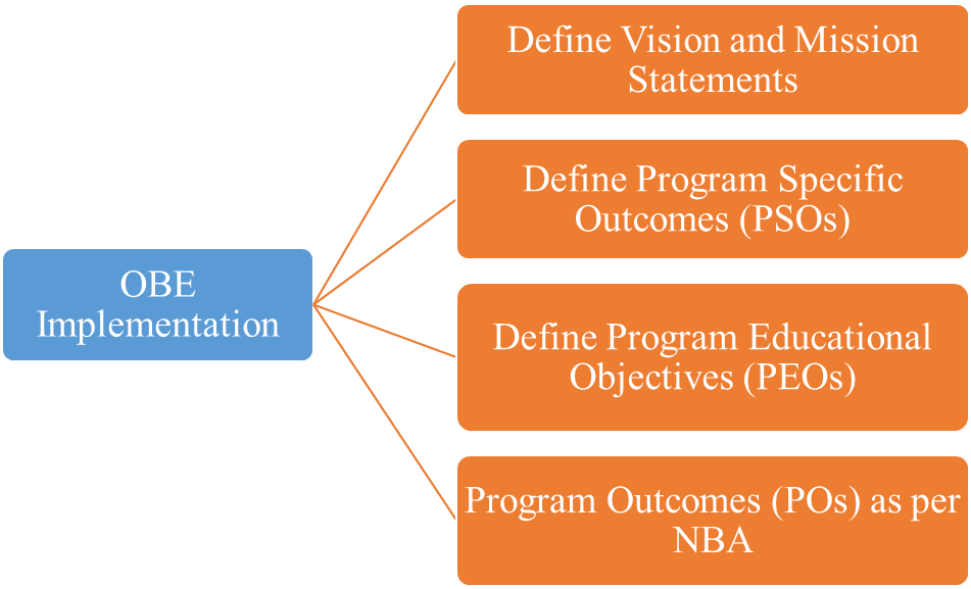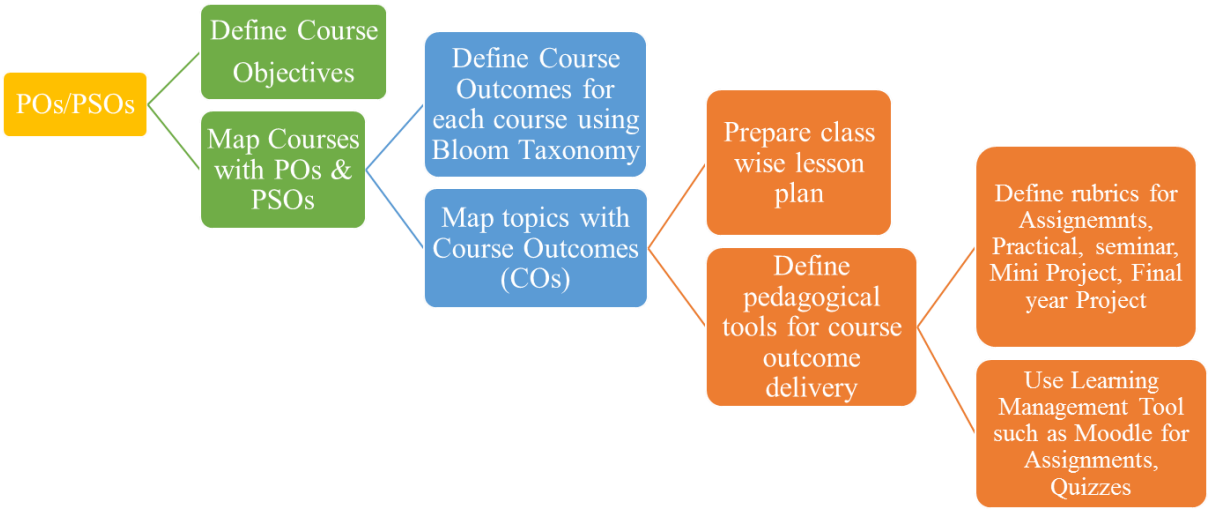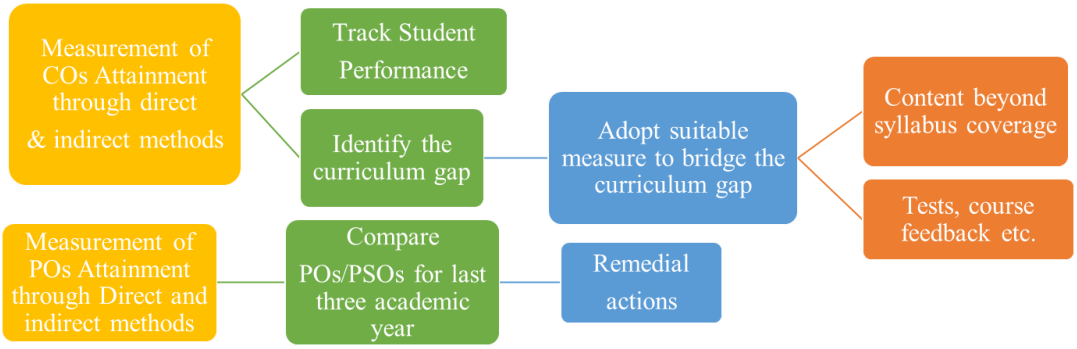The OBE Philosophy