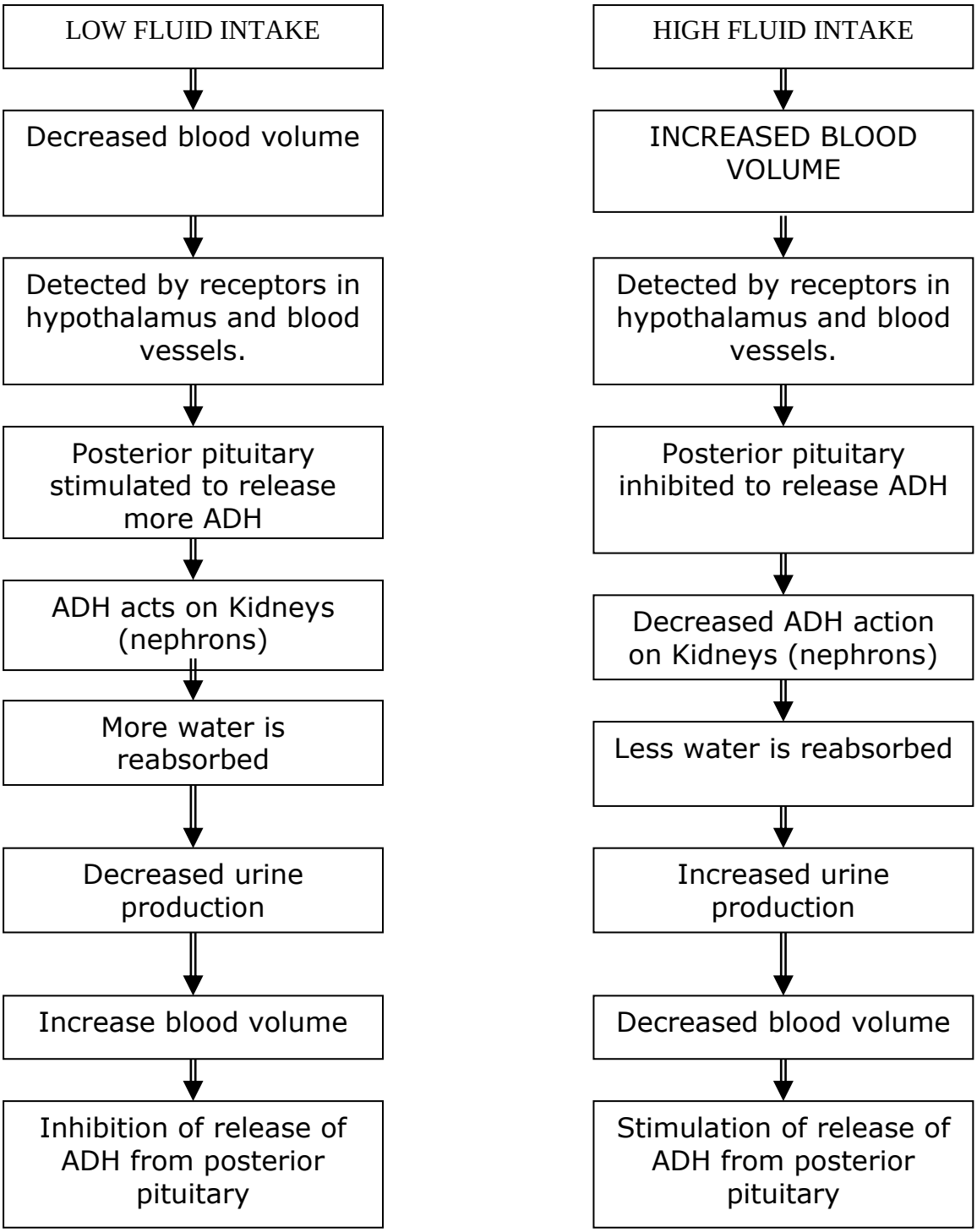This is the feedback mechanism