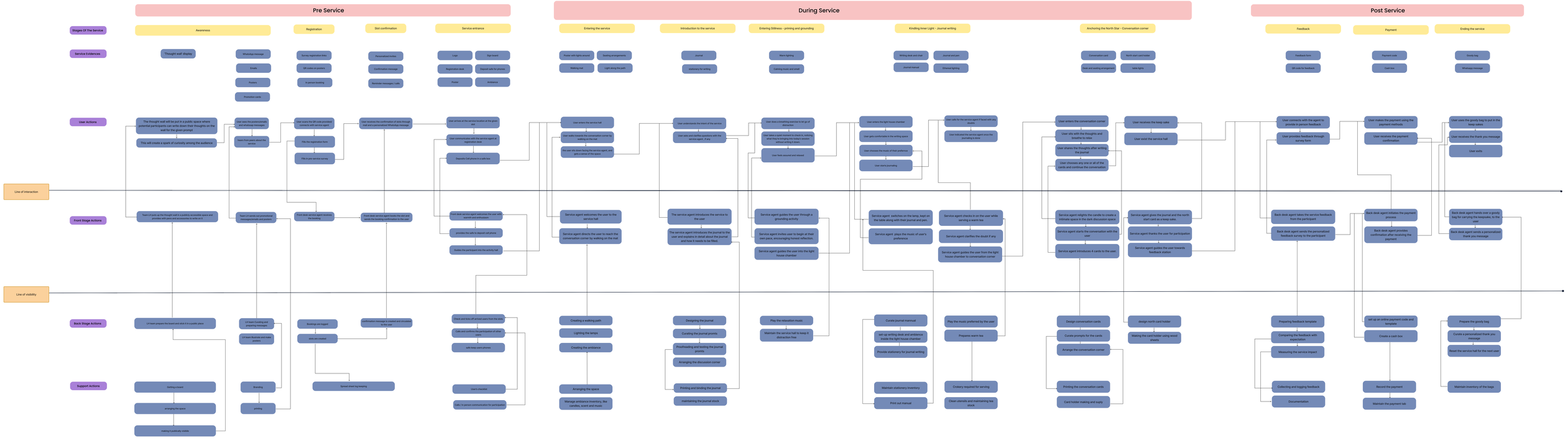SERVICE BLUEPRINT