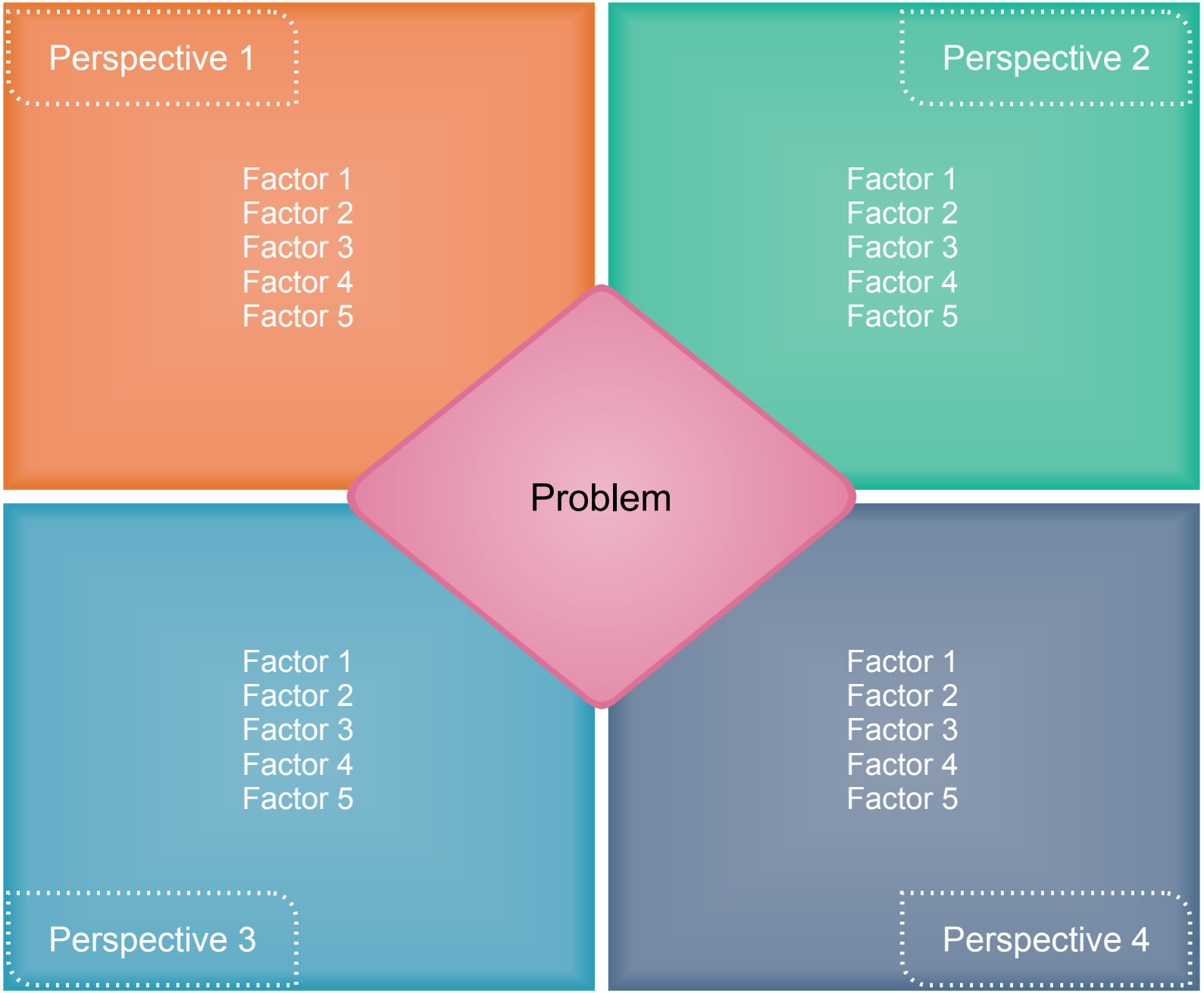Reframing Matrix