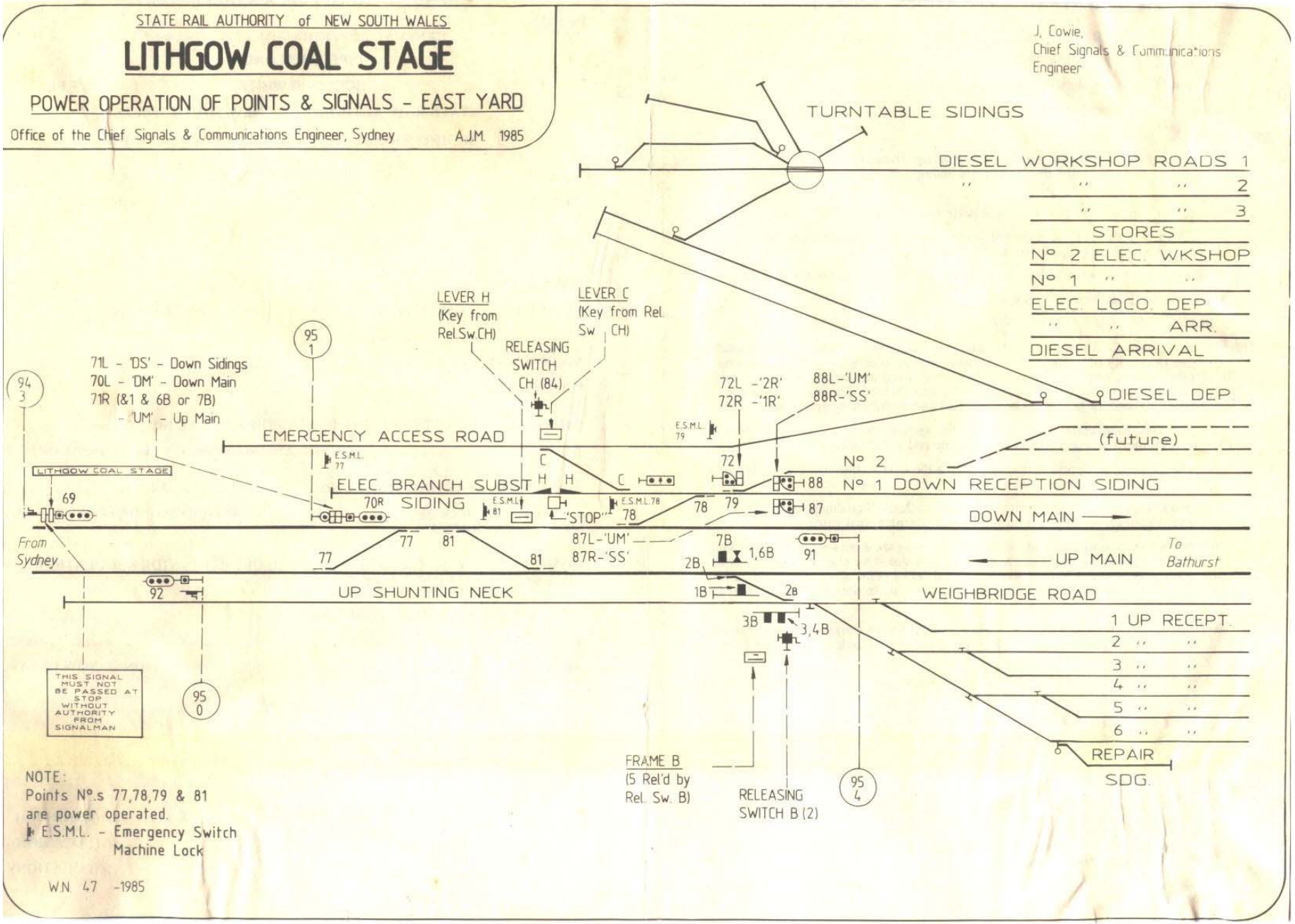Diagram courtesy of Graham Eames