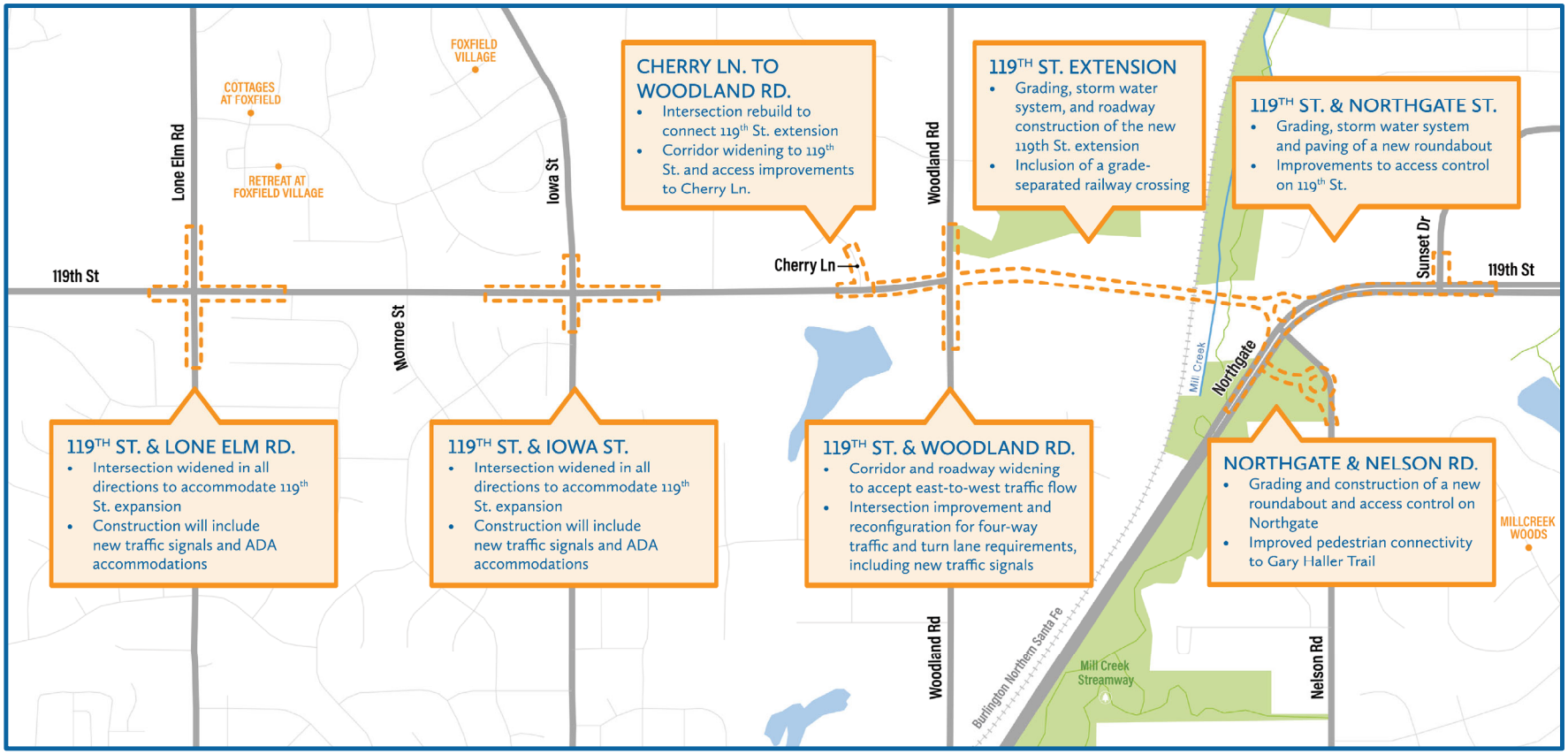A CLOSER LOOK
at the *(Anticipated)* Big Picture