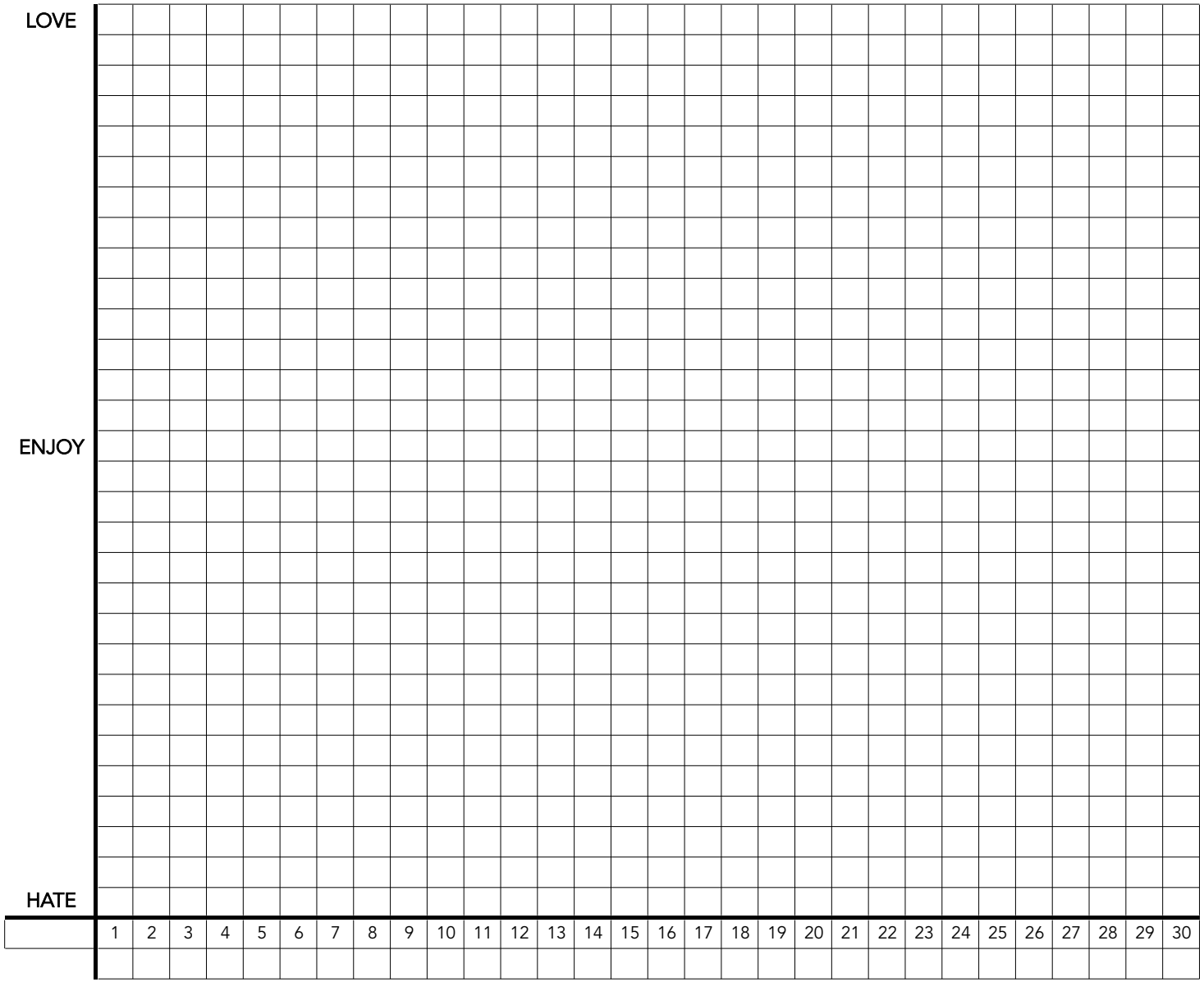INTEGRATED MEDIA:
REFLECTIVE SCALE