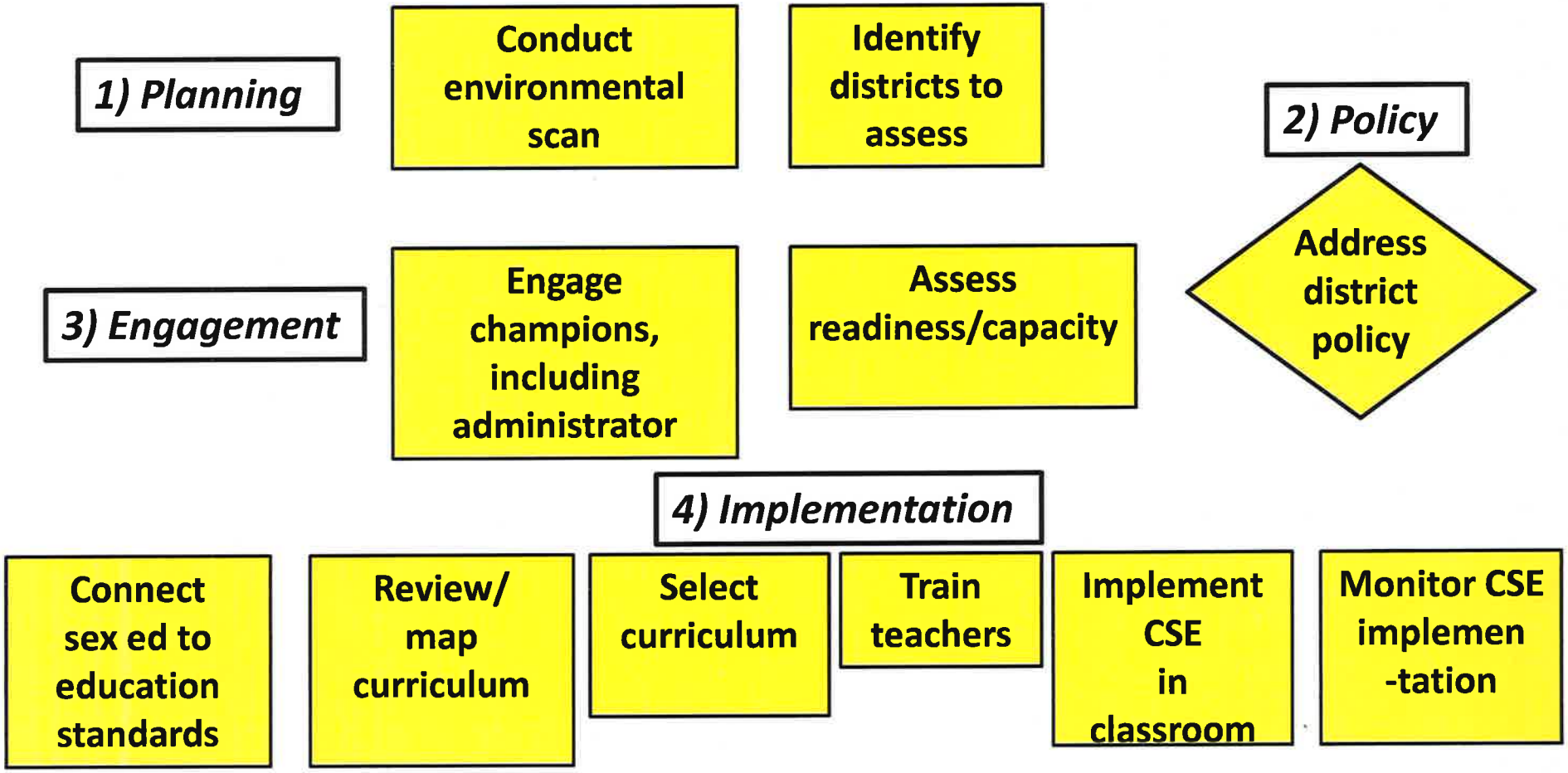The WISE Method