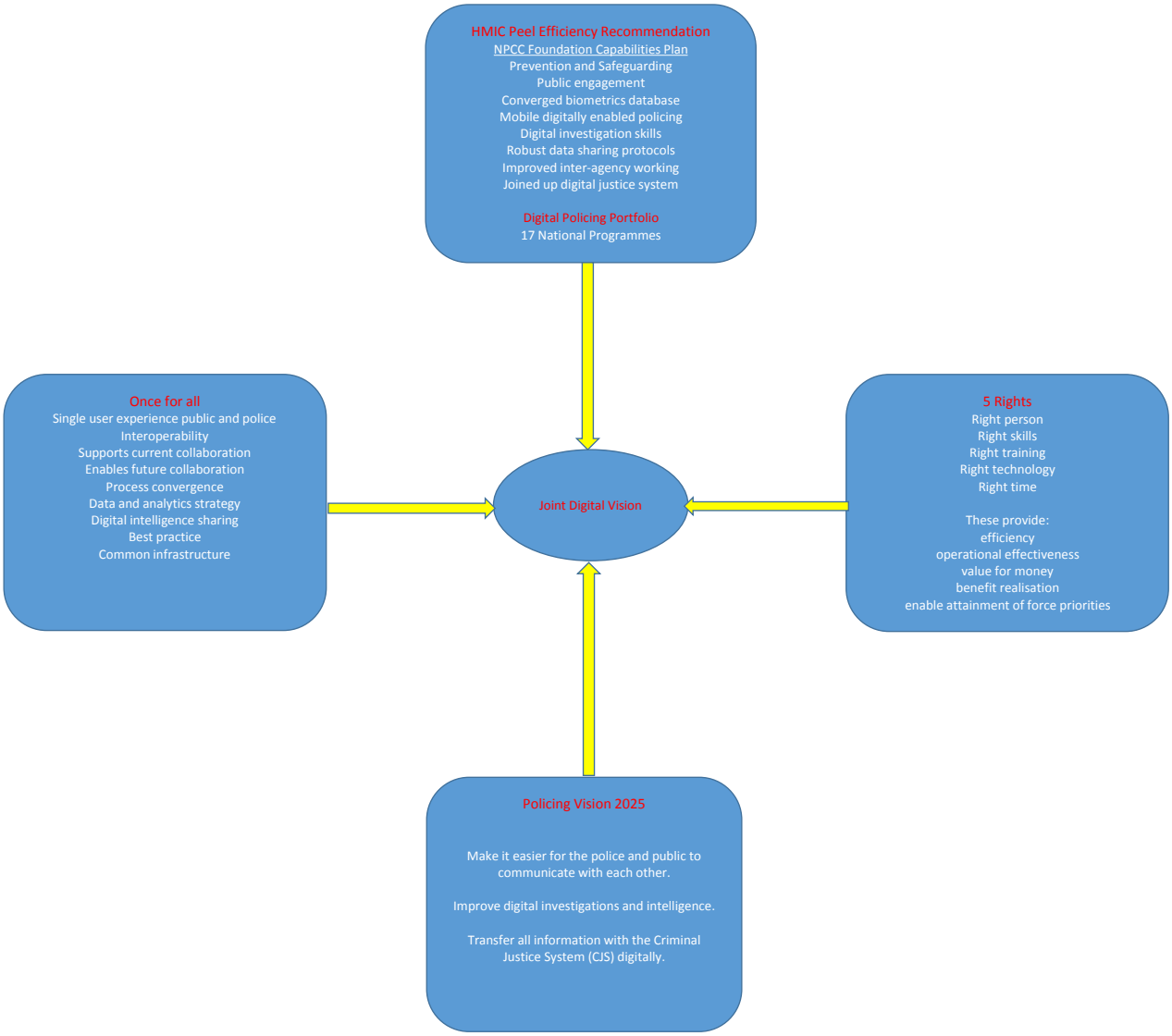# FORMULATING THE JOINT DIGITAL VISION