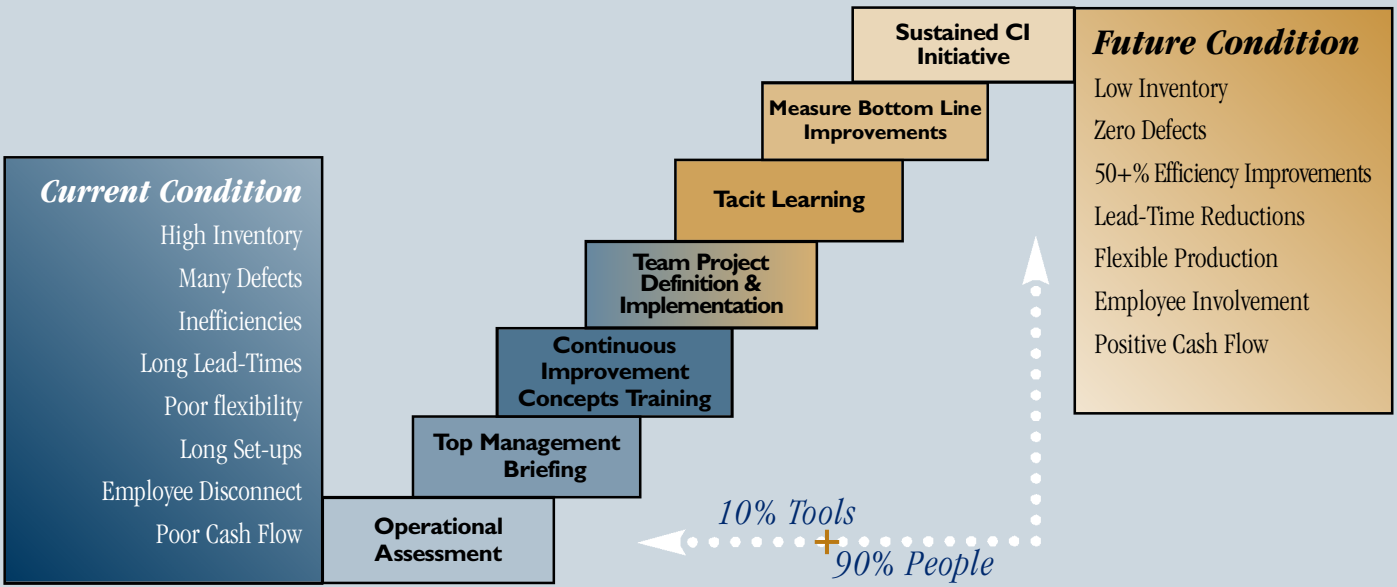The GBMP Model