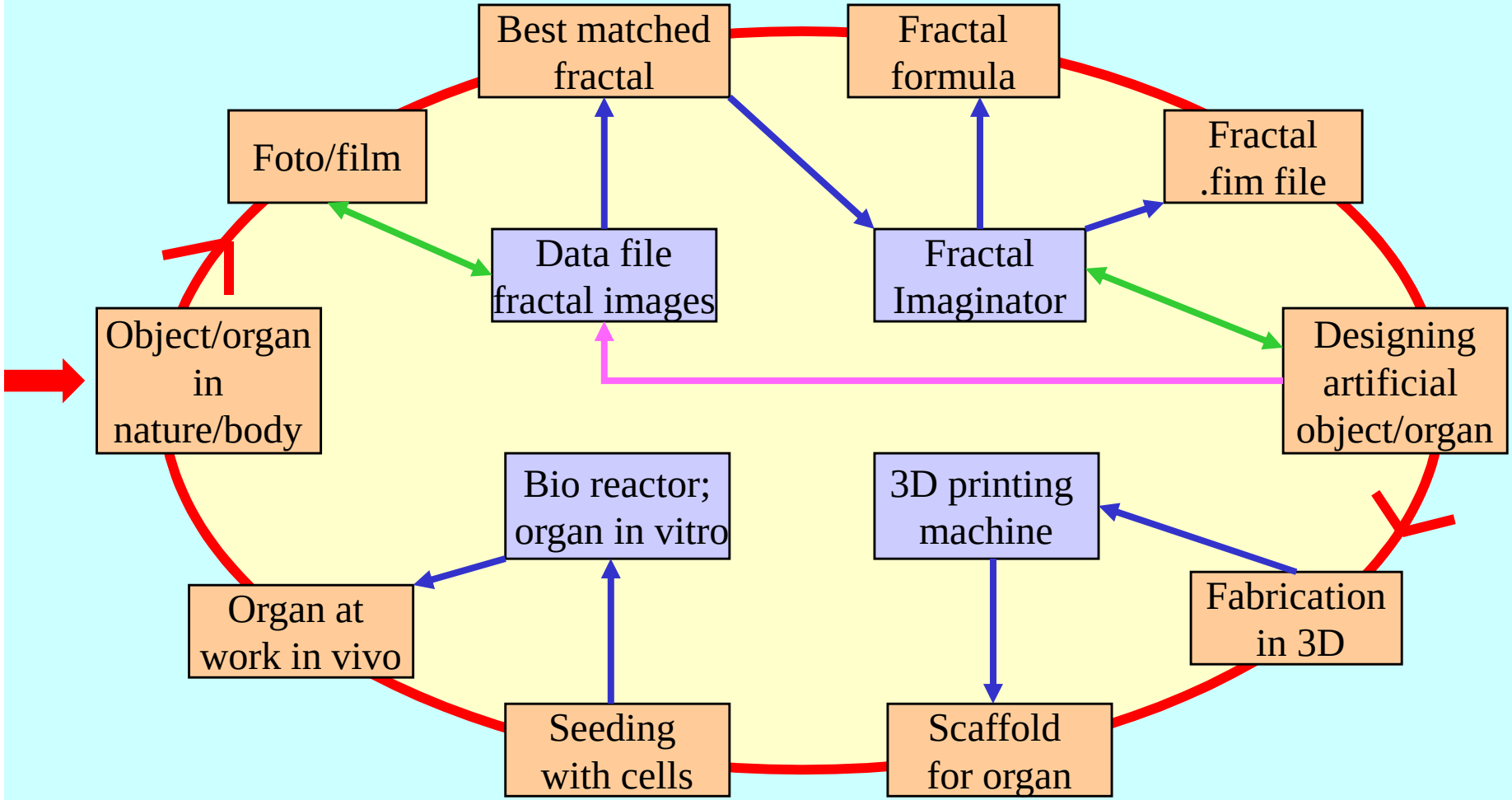Fractal Design Cycle