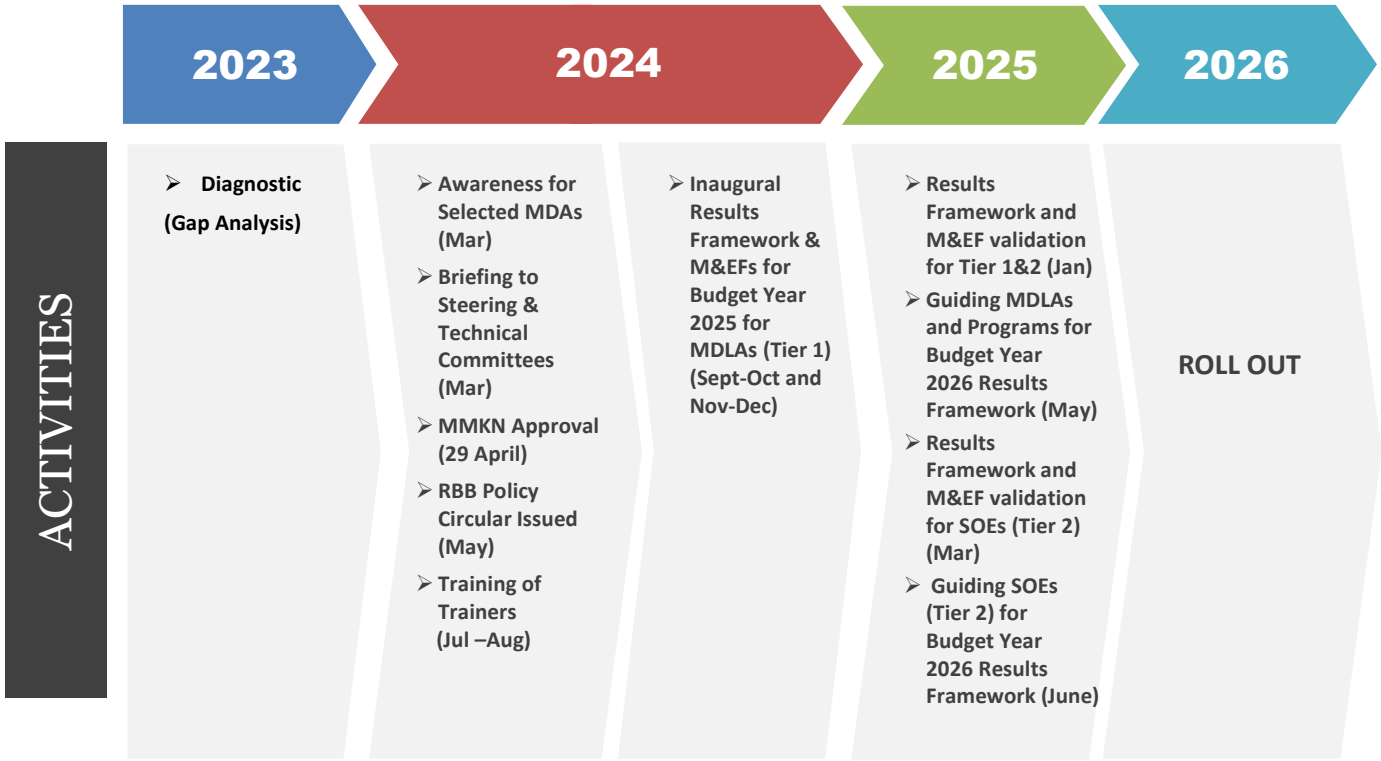RBB IMPLEMENTATION JOURNEY