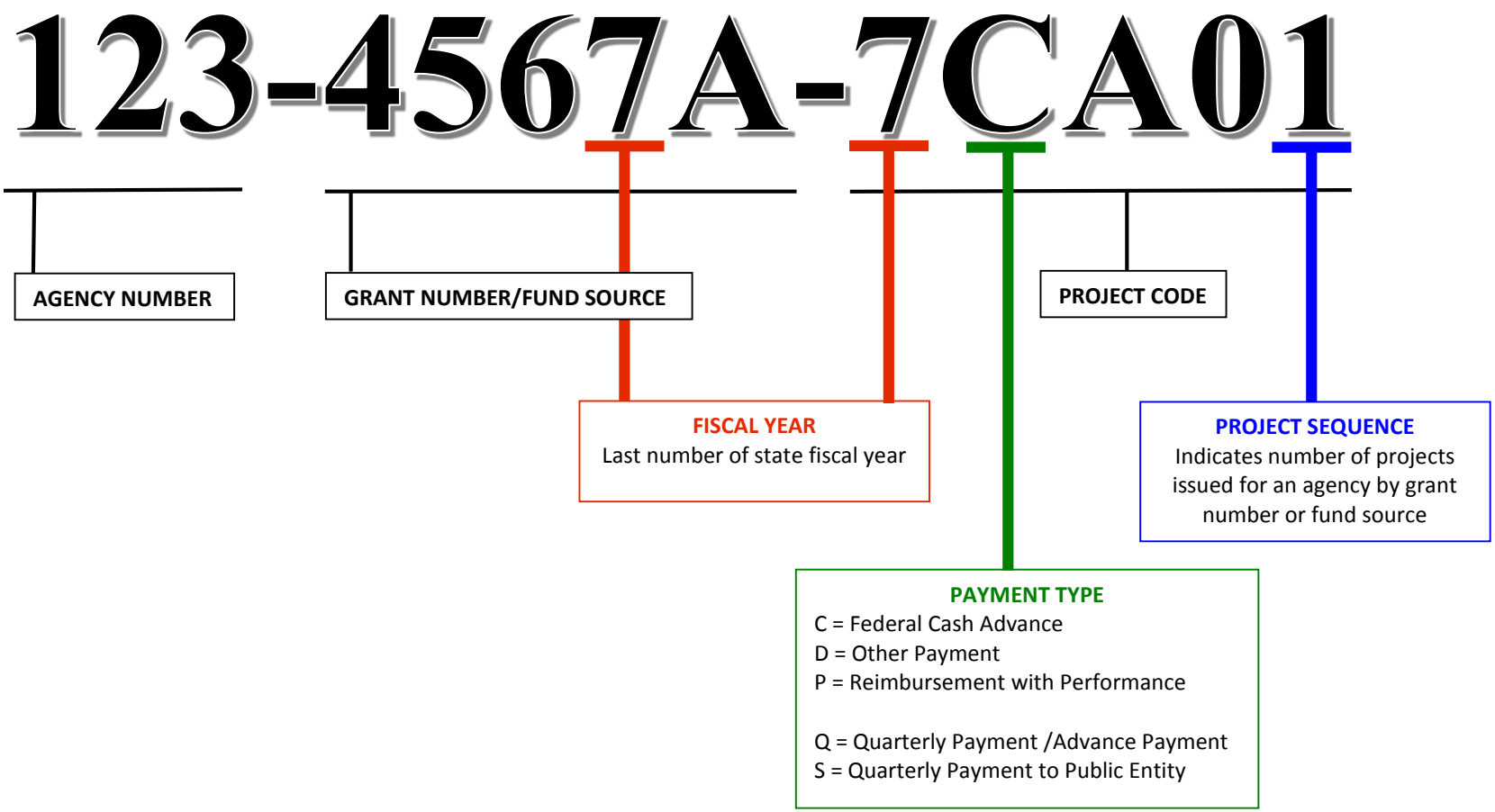ANATOMY OF A PROJECT NUMBER