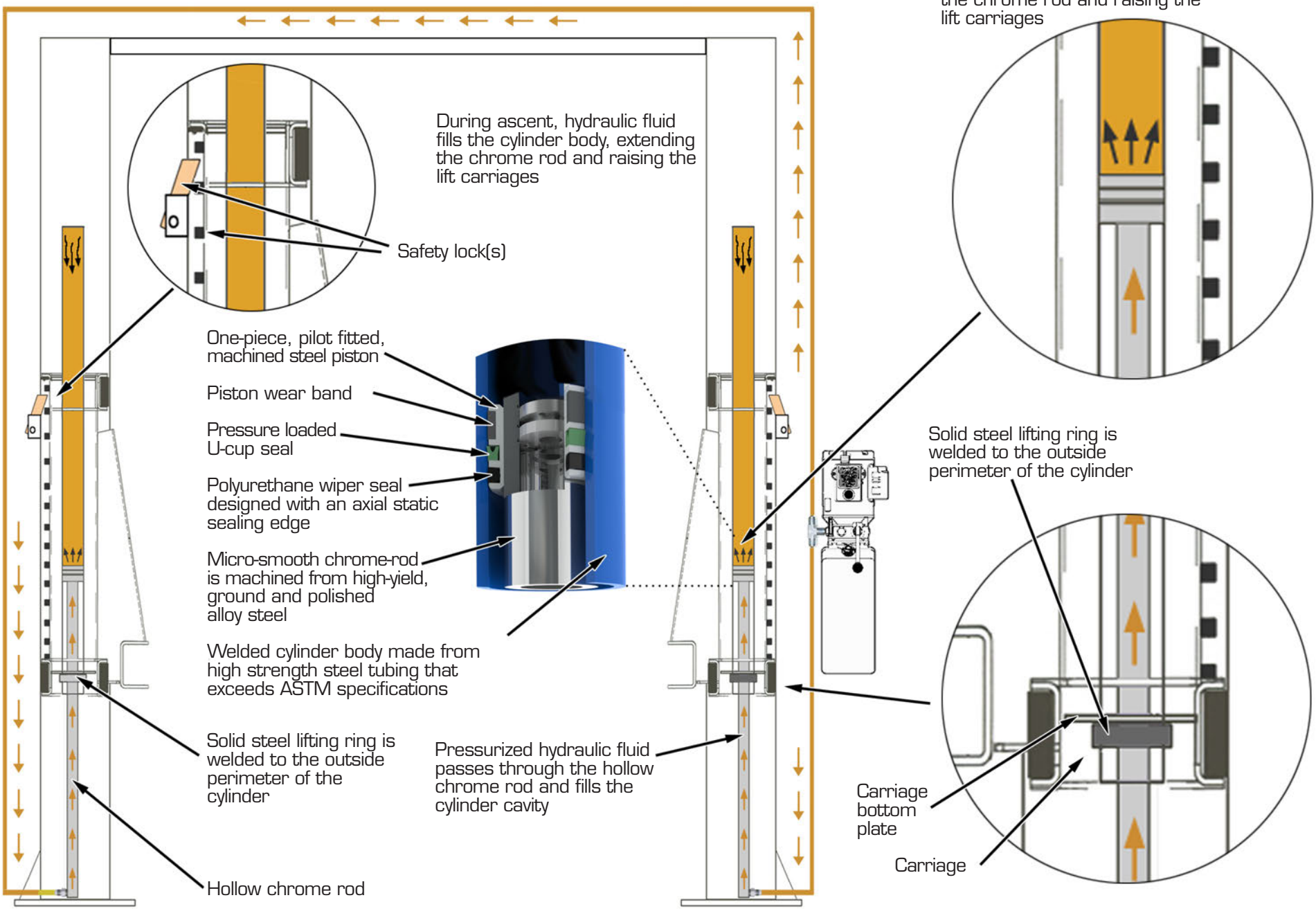DIRECT-DRIVE TECHNOLOGY