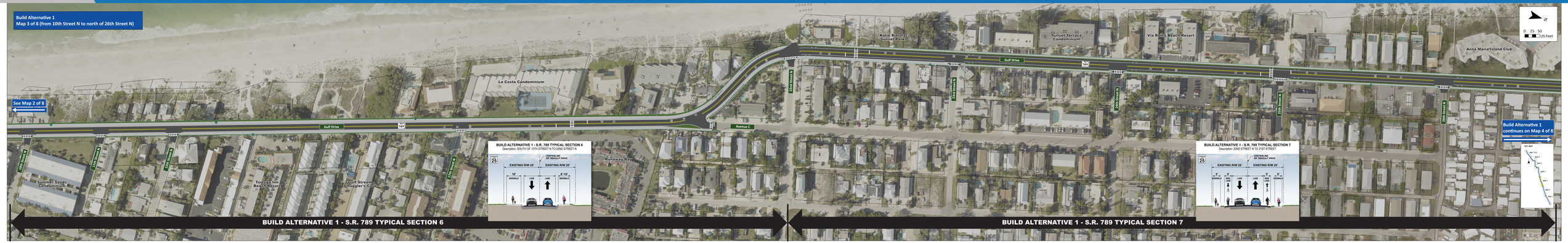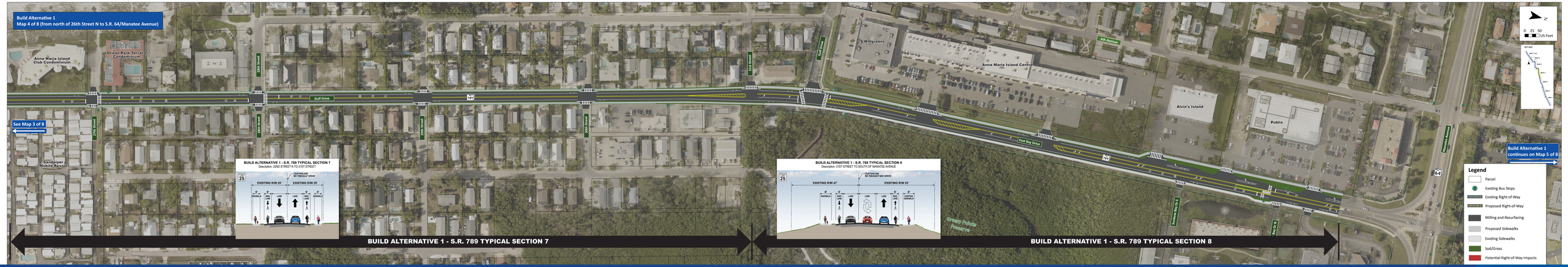BUILD ALTERNATIVE 1 CONCEPT - ROLL PLOT (2 OF 5)