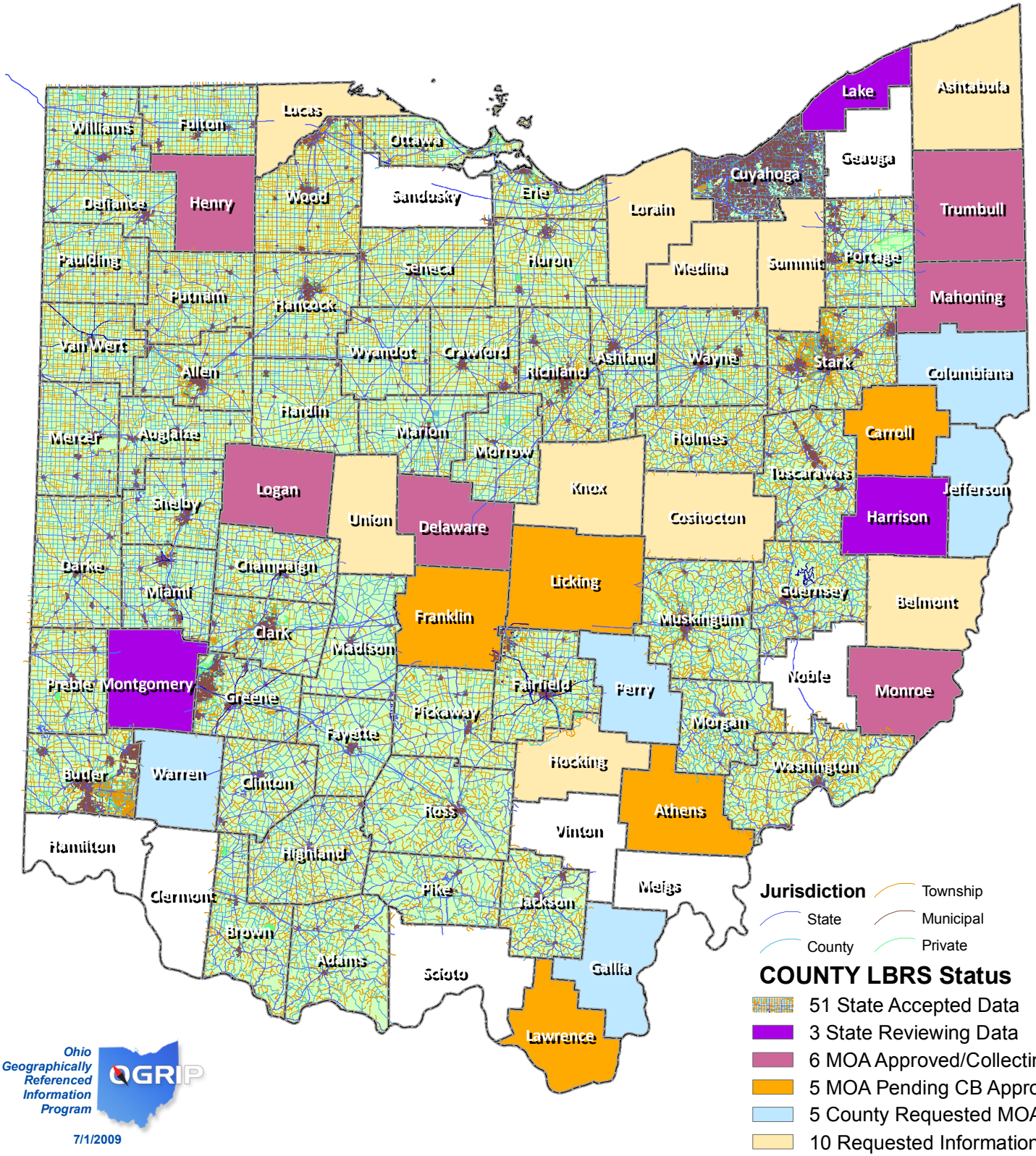LOCATION BASED RESPONSE SYSTEM