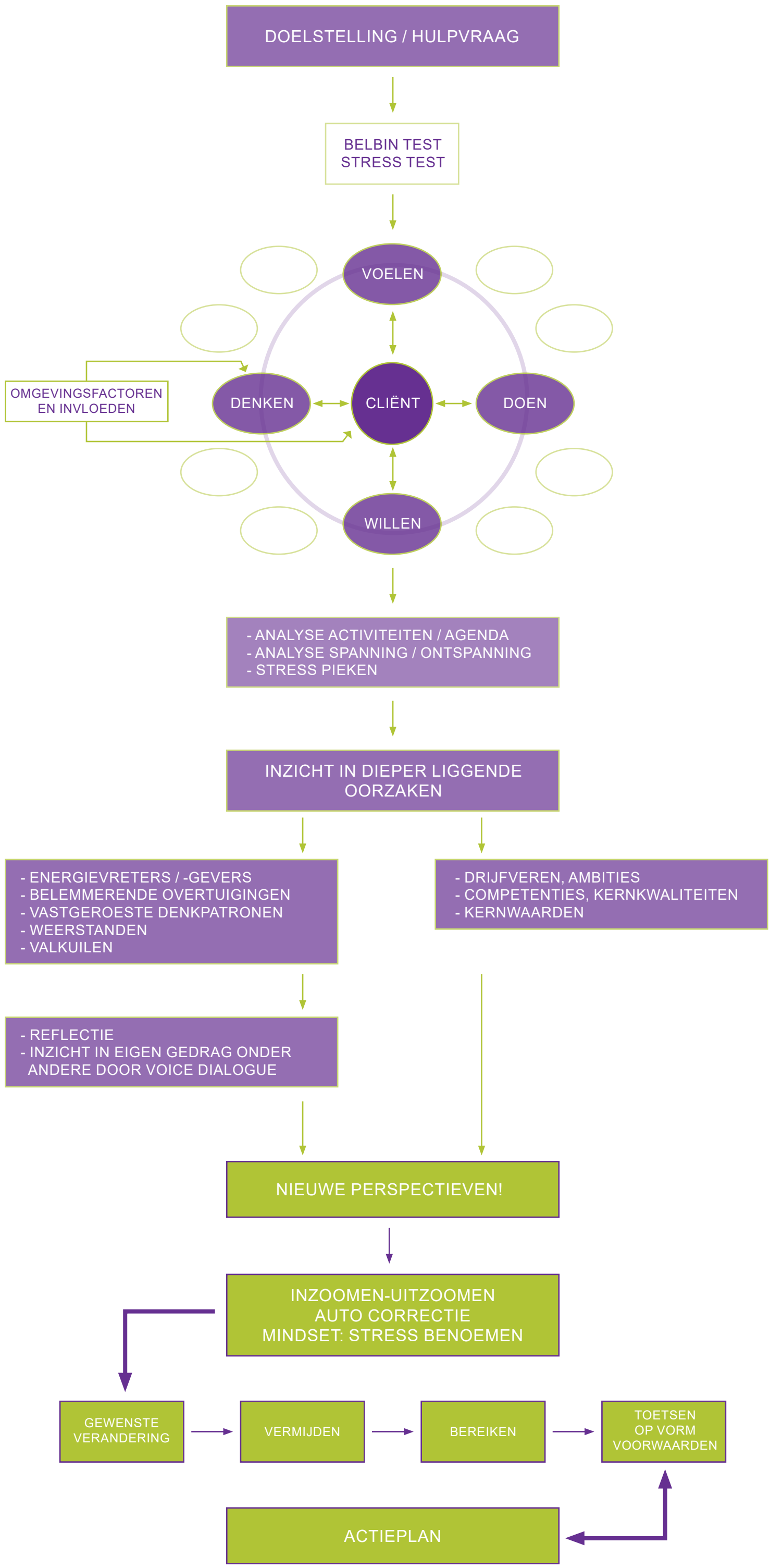CONTEXT MODEL BURN-OUT