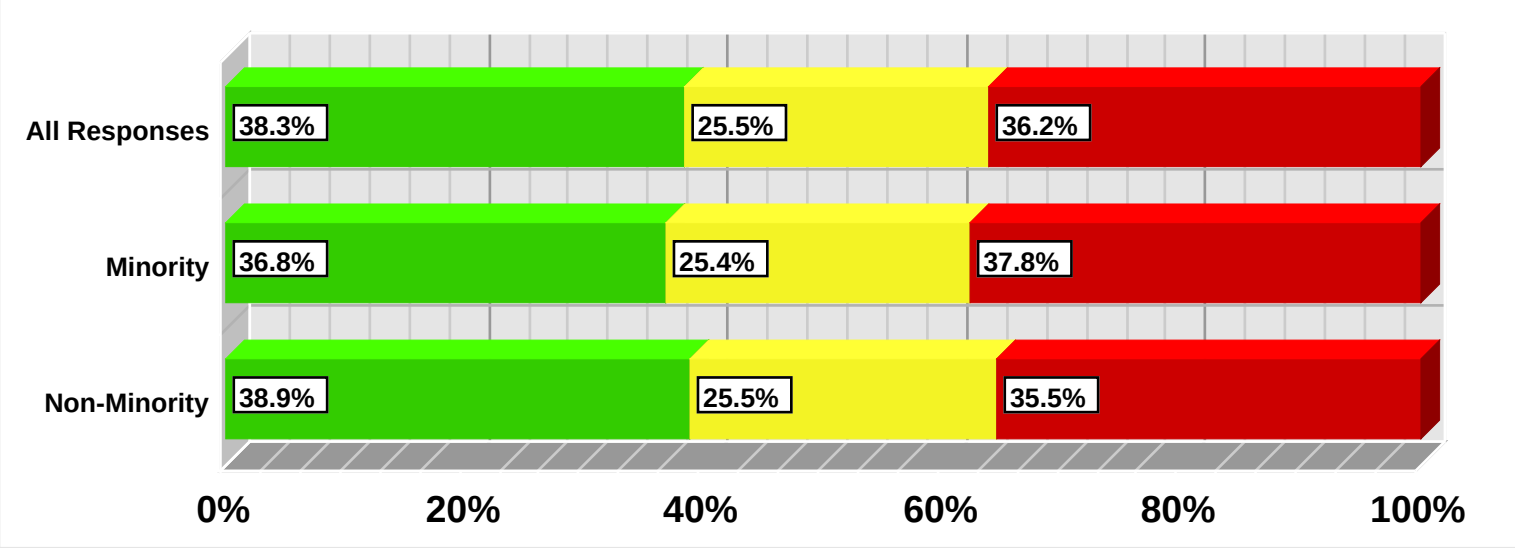(34) Creativity and innovation are rewarded.