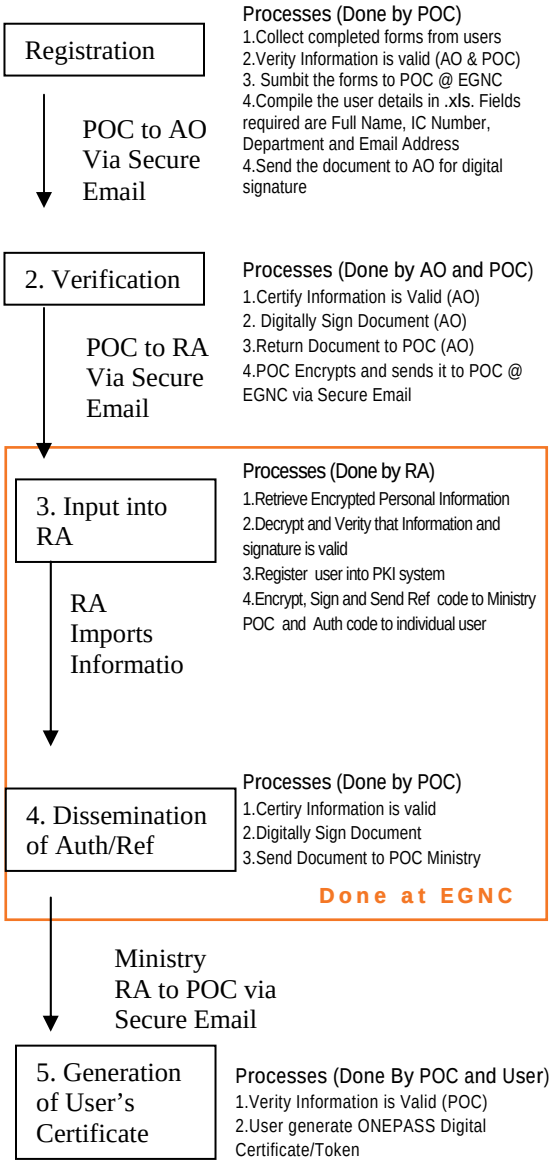USER REGISTRATION PROCESS