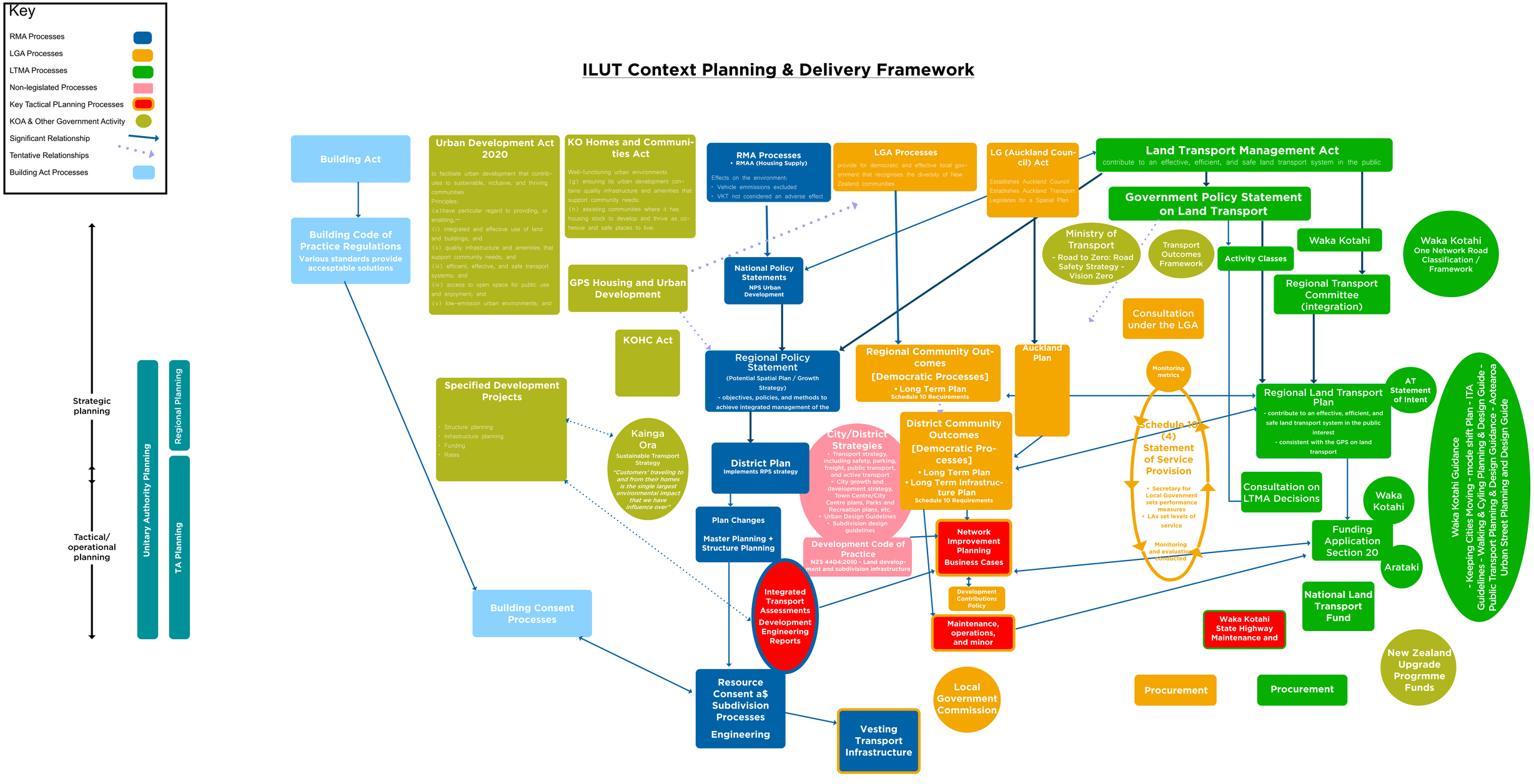ILUT Context Planning & Delivery Framework