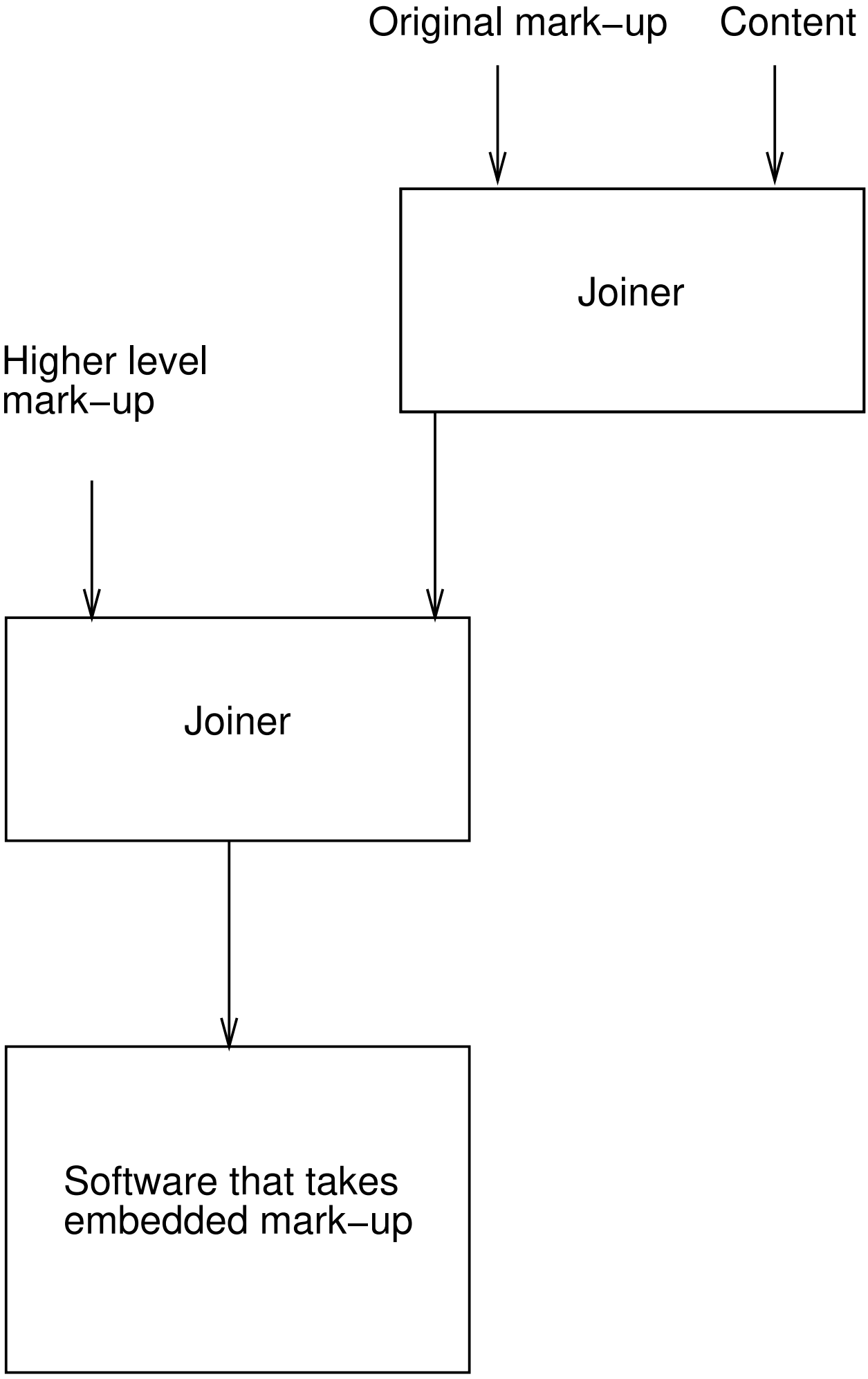
Original mark–up
Content
Joiner
Higher level
mark–up
Joiner
Software that takes
embedded mark–up