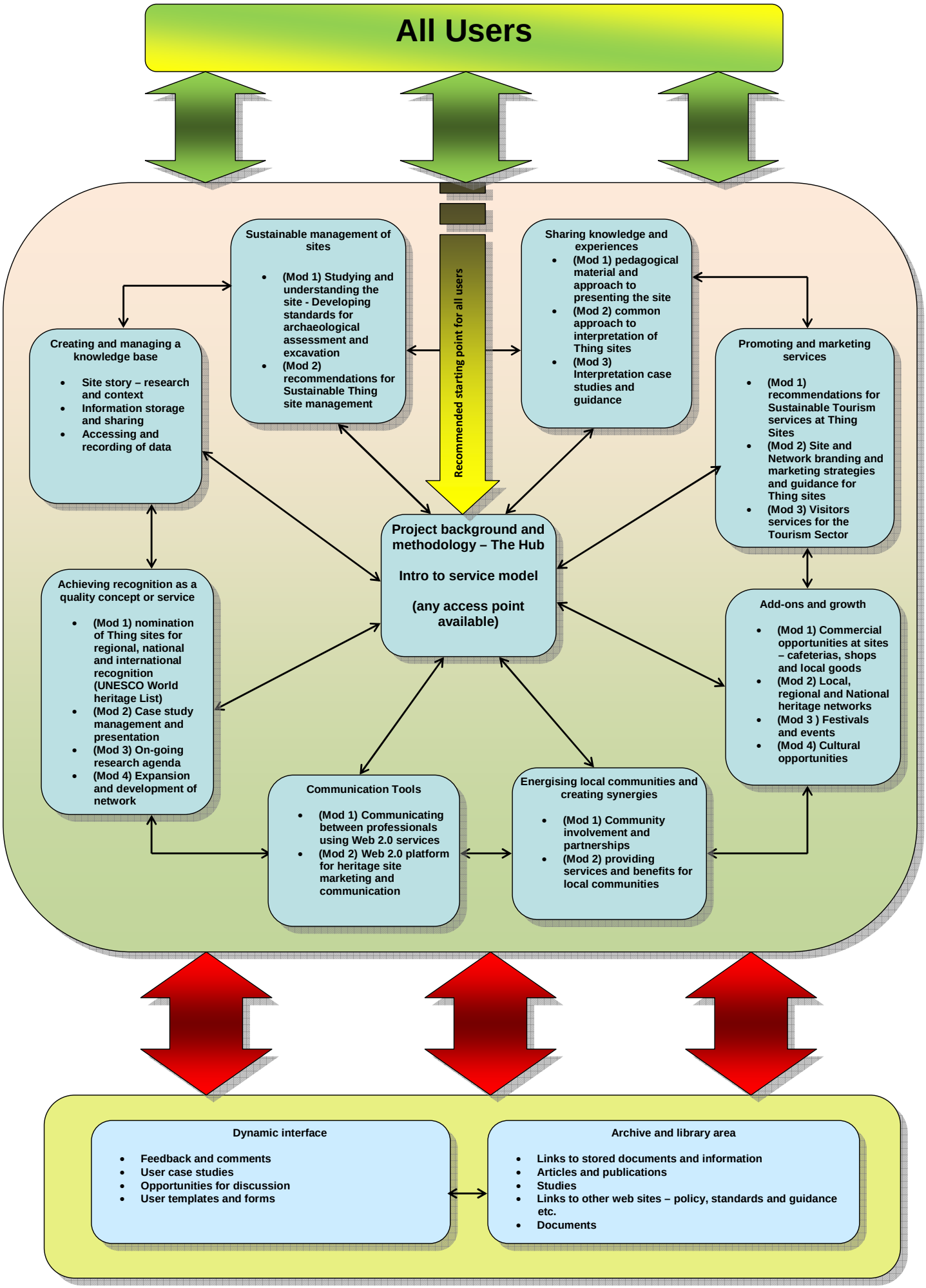Web based Service Model THING Sites : Sketch - platform re packaging of elements and access -