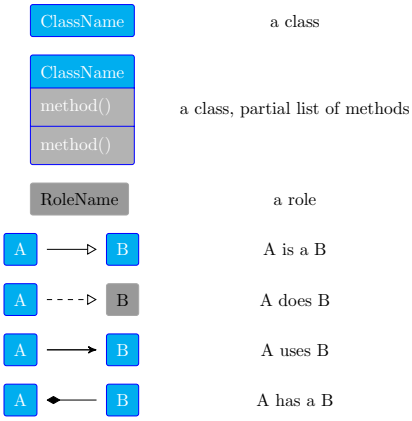
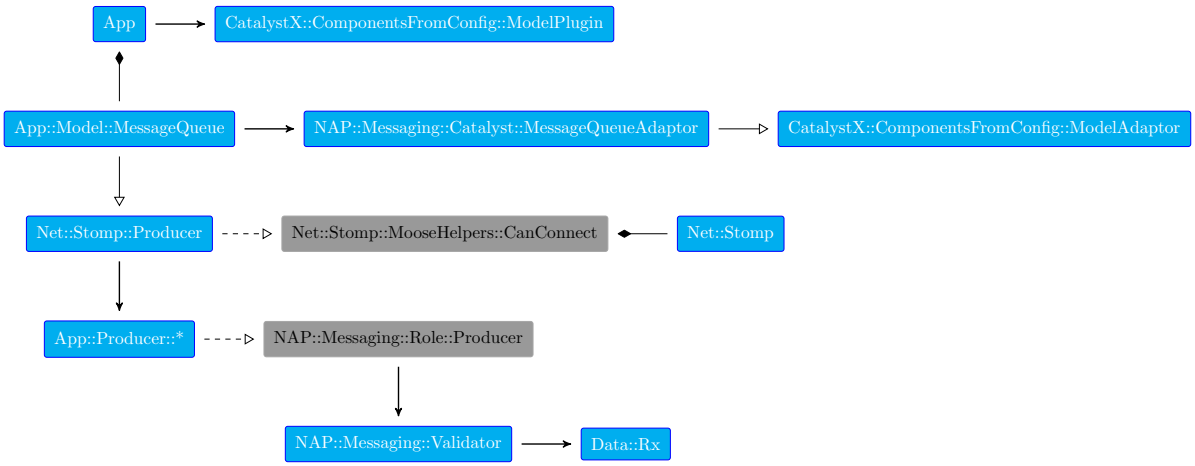
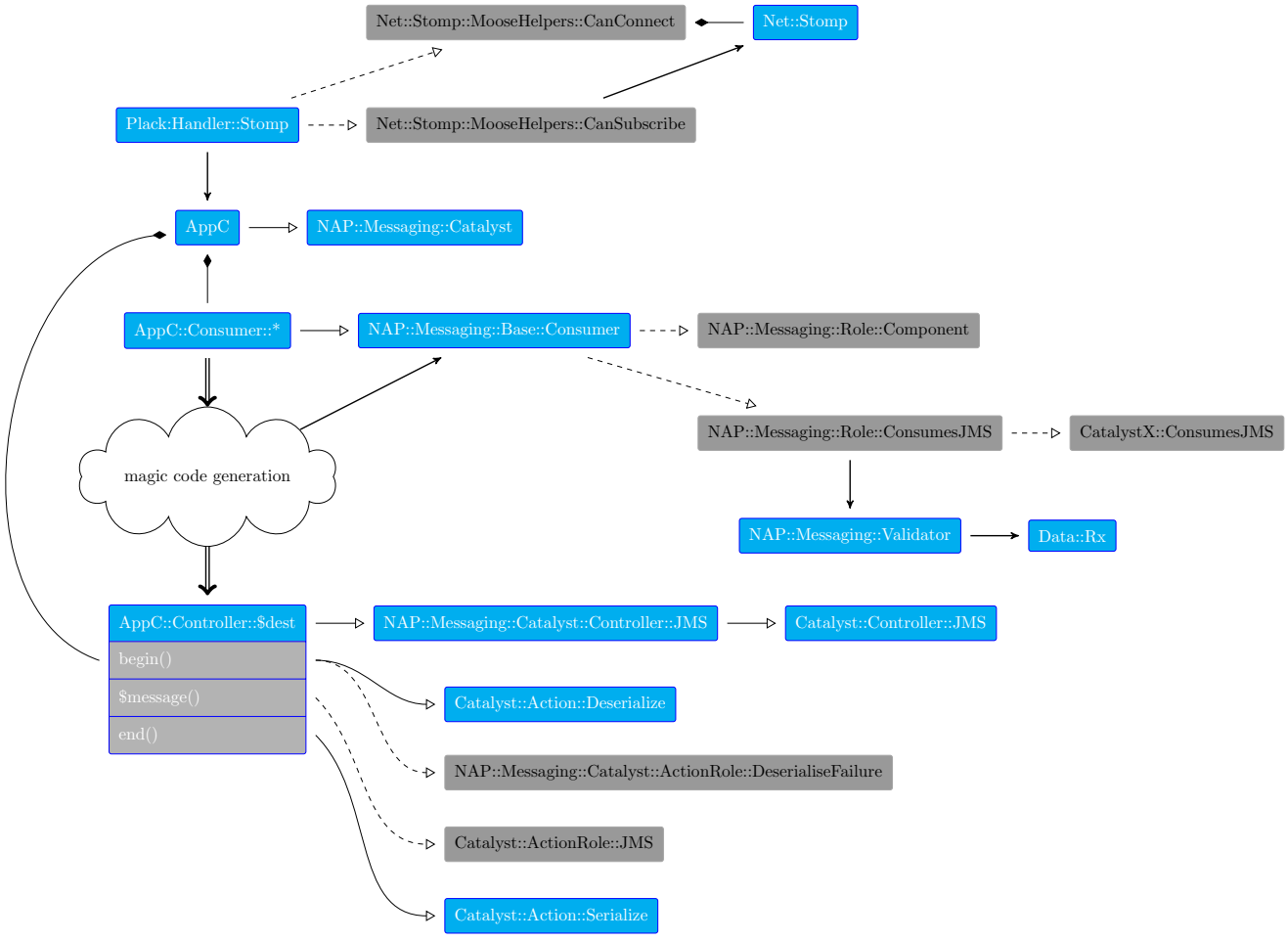
1 Key



2 Sending messages



3 Consumer application