Method to send image:

URLWithString
192.168.0.10:9998

setHTTPMethod
POST

addValue
image/jpeg

forHTTPHeaderField
Content-Type

setHTTPBody
imageData
ex: NSData *imageData = UIImagePNGRepresentation(image);

Method to get JSON:

URLWithString
192.168.0.10:9998

setHTTPMethod
POST

addValue
text/html

forHTTPHeaderField
Content-Type

charset
utf-8

JSON message:
{"name": "", "carbs":""}, …