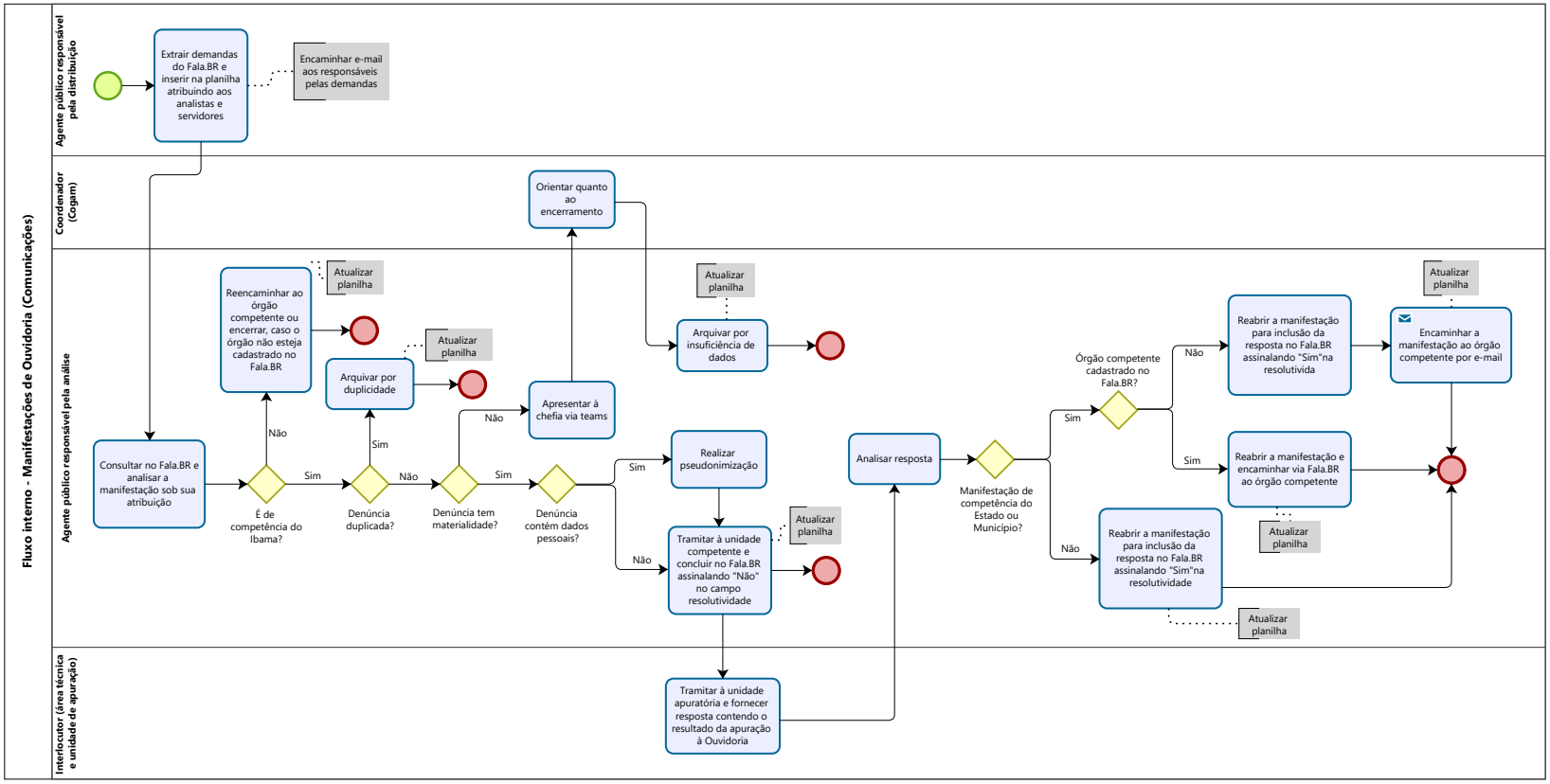1 FLUXO COMUNICAÇÕES