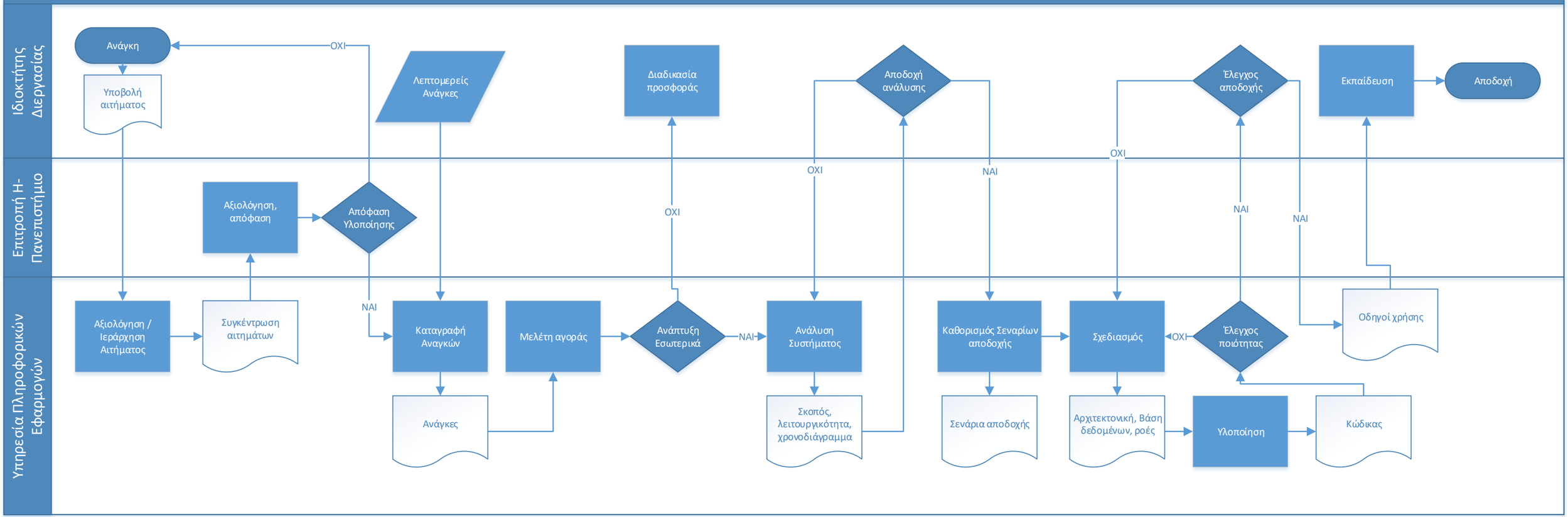Ανάπτυξη Πληροφορικών Εφαρμογών