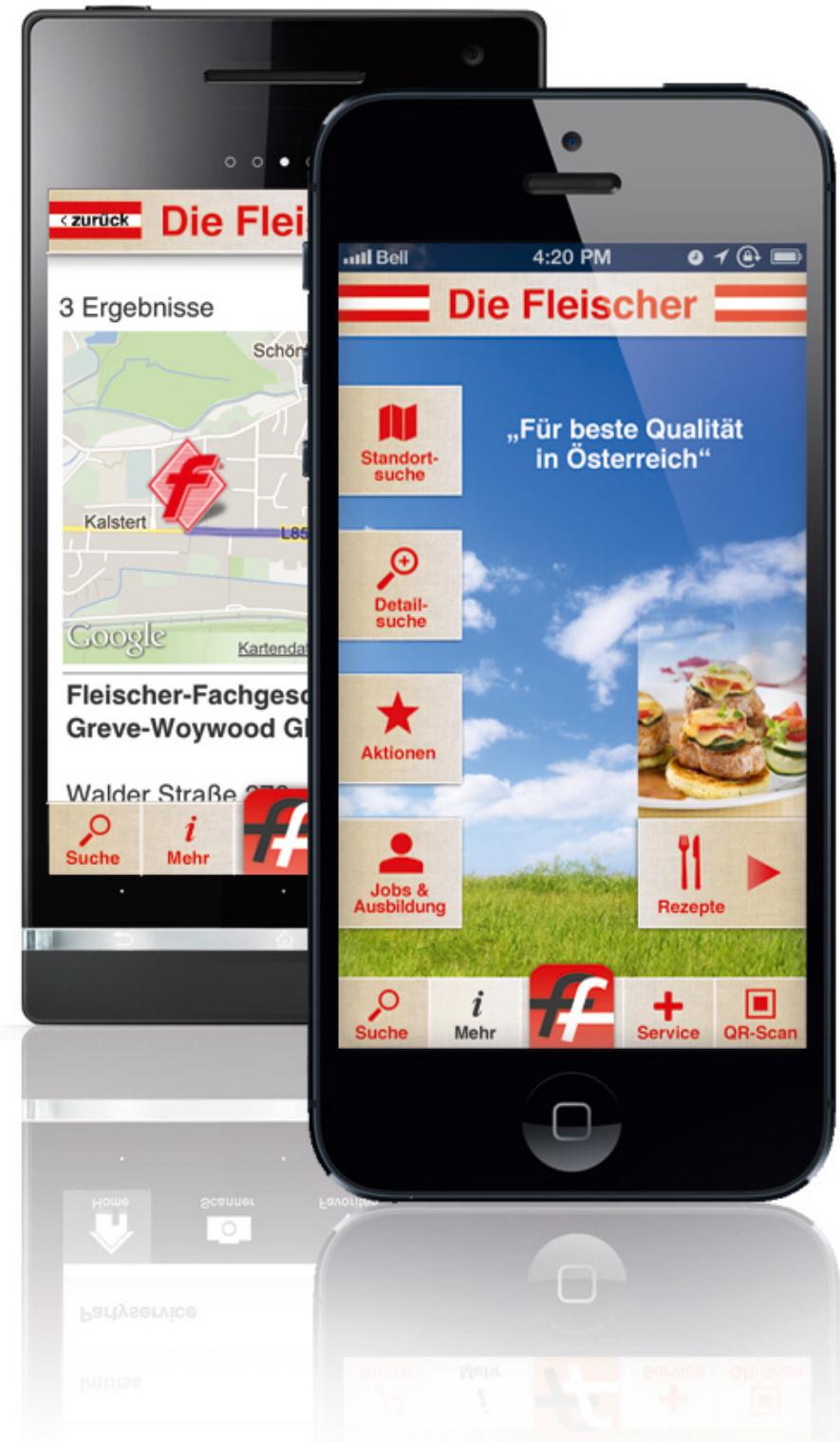# Neue Branchen-App

Pünktlich zum Franziskuskirtag der Wiener Lebensmittelgewerbe wird eine neue Applikation für Mobiltelefone vorgestellt, die den Kunden den Weg zum nächsten Fleischer weist

. . .

5a `&&"`GYdhYa VYf`Z]bXYh`XYf`: fUbn]g_i g_]fWXhU[ `XYf`K]YbYf
@YVYbga]hhY` [ Yk YfVY`ghUhh"`I bX`Ui WX`]b`X]YgYa `:U\f`bi hnh`X]Y
╪bi b[`X]YgYb`5b`U»ž]i a `Y]bY`BYi \Y]h·ni `df╪gYbh]YfYb"`K i fXY

]a ˙J cf⁄U\ f˙X]Y˙: fUbn]g_i g!DfcXi _h˙]b]Y˙U˙g˙[YgW\ØhnhY˙A Uf_Y
Ui ggW\ `]Y»`]W\˙ZØf˙X]Y˙; Yk YfVYVYhf]YVY˙j cf[YghY``hž˙k]fX˙X]Y
⏚bbcj Uh]cb˙X]Yga U˙`]a ˙hYW\ b]gW\ Yb˙6YfY]W\ ``]Y[Yb"

I bX˙nk Uf˙k i fXY˙]a ˙5i ZhfU[˙XYf˙K]YbYf⏚bbi b[˙Y]bY˙5dd˙ZØf
A cV]`hY˙YZcbY˙Ybhk]W_Y˙hž˙X]Y˙XYa ˙9bXj YfVfUi W\ Yf˙X]Y˙bÀW\ ghY
: ˙Y]gW\ YfY]˙]b˙XYf˙BÀ\ Y˙gY]bYg˙i ba]hhY˙VUfYb˙GhUbXcfhYg
UbnY][Yb"

˙ 9f˙YVb]gk Y˙h˙9ggYb

K Y]hYf˙ZØ\ fYbXY˙:]fa Yb]bZcg[YVYb˙5i ZgW\ `i gg˙ØVYf˙XYb˙6Yhf]YV
Ub˙g]W\ ˙Vnk "˙ØVYf˙XYggYb˙5b[YVch"˙5i »YfXYa ˙]gh˙X]Y˙5dd˙]_Uh]cb
a]h˙FYnYdhYb˙\ ]bhYf[h"˙ K]f˙k c``Yb˙i bgYfY˙?i bXYb˙b]W\ h˙a]h
bUW_hYb˙: U_hYn˙gcbXYfb˙ØVYf˙X]Y˙9f˙YVb]gk Y˙h˙9ggYb
UbgdfYW\ Yb˙ža Y]bh˙XUni ˙?F ˙9fk]b˙: Y``bYfž˙K]bg
@UbXYg]bbi b[ga Y]ghYf˙XYf˙: ˙Y]gW\ Yf"˙Gc˙k]fX˙ni a ˙]bXYgh˙]b˙K]b
gW\ Yf[YghY``hž˙XUgg˙X]Y˙9bXj YfVfUi W\ Yf˙b]W\ h˙bi f˙XYb˙K Y[˙V]g
ni a ˙bÀW\ ghYb˙Gi dYfa Uf_h˙ZbXYbžgcbXYfb˙Ui W\ ˙ni a ˙: ˙Y]gW\ Yf"

8]Y˙DZY[Y˙[Y`]b[h˙Y]bZUW\ ˙ØVYf˙Y]bY˙gY˙VghYf_˙ÀfYbXY
DZY[Ya Ug_YžØVYf˙X]Y˙Ui W\ ˙6]˙XYf˙i bX˙J]XYcg˙\ cW\ [Y˙UXYb˙i bX
j Yfk U`hYh˙k YfXYb˙_ÒbbYb"˙5 ``Y˙: ˙Y]gW\ Yf_ÒbbYb˙g]W\ ˙]b˙XYf
DZY[Ya Ug_Y˙Y]bYb˙Y][YbYb˙E F!7cXY˙YfnYi [Yb˙i bX
\ Yfi bhYf˙UXYbžXYf˙X]fY_h˙Ui Z˙XUg˙:]fa YbdfcZ]``]b_h"

8]YgYf˙7cXY˙_Ubb˙n"˙6"˙Ui Z˙J]g]hYb_UfhYnžD`U_UhYn˙cXYf˙]b
5bnY][Yb˙UVY[YXfi W_h˙k YfXYb˙i bX˙XUbb˙jcb˙Ga Ufhd\ cbY!I gYfb
a]h˙Y]bYa ˙E F!7cXY!GW\ UbbYf˙Y]b[Y˙YgYb˙k YfXYb"

8 Yf˙I gYf˙k]fX˙XUbb˙Ui hca Uh]gW\ ˙Ui Z˙X]Y˙ 8]Y!˙Y]gW\ Yf!
8 YhU]`gY]hY ˙XYf˙: ˙Y]gW\ YfY]j Yf˙]b_i i bX˙_Ubb˙Xcfh˙U``Y
fY˙Yj UbhYb˙U_hi Y``Yb˙Yb⏚bZcfa Uh]cbYb˙Y]bgY\ Yb"˙8 Yf˙XUZØf
VYbÒh][hY˙E F!7cXY!GW\ UbbYf˙]gh˙X]fY_h˙]b˙XYf˙5dd˙]bhY[f]Yfh"

˙⚡b[YfY˙N]Y˙[fi ddY

K Y]hYfY ̇: i b_h]cbYb ̇k]Y ̇n"6" ̇X]Y ̇A ̇Ò[̇`]WK _Y]h ̇ni f ̇J YfgYbXi b[̇j cb
Di g\bUWK f]WK hYbž ̇Y]b ̇B Yk g`YhhYfhcc` ̇cXYf ̇Y]bY ̇ɛVVÒfgY ̇a UWK Yb
X]Y ̇5dd ̇ni ̇Y]bYa ̇ ̇k Yfhj c`` ̇Yb ̇A Uf_Yh]b[̇]bghfi a Ybh ̇XYf ̇K]YbYf
: ̇Y]gWK Yf ̇XUg ̇Ui WK ̇i bX ̇[YfUXY ̇Øb[YfY ̇N]Y`[fi ddYb ̇UbgdfYWK Yb
gc``"

5a ̇&&" ̇GYdhYa VYf ̇k]fX ̇X]Y ̇5dd ̇ ̇8]Y ̇: ̇Y]gWK Yf ̇Ui Z ̇XYa
: fUbn]g_i g!?]fhU[̇ni a ̇YfghYb ̇A U` ̇XYf ̇² ZZYbh`]WK _Y]h ̇j cf[YghY``h"
Jcb ̇%$!% ̇ ̇I \f ̇ghY\h ̇XYf ̇: fUbn]g_UbYf ̇CfXYb ̇]a ̇YfghYb ̇K]bYf
; ̇Ya Y]bXYVVn]f_`[Ubn ̇]a ̇NY]WK Yb ̇XYg ̇[i hYb ̇; YgWK a UW_g" ̇8Yf
8Ub_[chhYgX]Ybgh ̇ni ̇6Y[ ]bb ̇XYg ̇?]fWK hU[g ̇k]fX ̇Ui WK ̇X]YgYg ̇U\f
k]XXYf ̇VY[̇Y]hYh ̇j ca ̇7 \cf ̇XYf ̇K]YbYf ̇: ̇Y]gWK Yf" ̇5bgWK `]Y» YbX
_ÒbbYb ̇k]XXYf ̇X]Y ̇GWK a Ub_Yf ̇XYf ̇@YVVbga]hhY`[Yk YfVY
_Ài Z]WK ̇Yfk cfVYb ̇k YfXYb" ̇GÀa h]WK Y ̇9]bbU\a Yb ̇_ca a Yb ̇XUVY]
XYf ̇Gi ddYb_Ø WK Y ̇XYg ̇: fUbn]g_UbYf!? ̇cghYfg ̇ni [i hY" ̇K Yf
Ɂ hYfYggY ̇\Uhž _Ubb ̇g]WK ̇Ua ̇Xcfh][Yb ̇ɁZcfa Uh]cbgghUbX ̇X]fY_h
VYfUhYb ̇`UggYb"

FYX#K ?K #² ?J

 ̇.

6Ygi WK Yb ̇G]Y ̇i bg ̇Ui Z ̇ ̇Z ̇Y]gWK i bX ̇Wɕ"Uh