

G.A.S.E.T

™

G.A.S.E.T™ (GETCA Advanced Search Enhancement Technology)™

An Interactive Search Engine, With Intelligence.

G.A.S.E.T – G™

(GETCA Advanced Search Enhancement Technology for Google™) *

* Temporary name : we are using Google™ search engine services for demonstrative and comparison purposes only . All of the Google™ modified diagrams shown in this document, will be used only as a G.A.S.E.T- G™ features demonstration tool, pending final approval by the Google™ Inc legal department. GETCA Inc to the best of its knowledge is following carefully all laws and regulations stated by Google™ Inc in regard the use of its searching services, and logos.

We will use the name G.A.S.E.T - G™ when we explain tech Issues , web services , functions and features of G.A.S.E.T™ project which is temporarily using Google™ services as a web pages repository.

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Part One

The Product !

G.A.S.E.T Capabilities

Description of Main System Services

In order to clarify our project strong points We used photo slides extracted from our Testbed (a Intranet Java / C# version of G.A.S.E.T- **G**™) on this presentation.

Important Notes .. !

- We used Google services to complete the “ **Beta** ” **code stage** of our product and to demonstrate our technology advanced capabilities, G.A.S.E.T implementation as a desktop application (in **C #**) and Intranet - web based (in **Java**) was used **only** to illustrate its major functions and operations.
- We don't think of our project as a replacement to standard keyword search engines, rather an opportunity for web surfers to try more progressive (from a functionality prospect) solution which will satisfy their sophisticated web searching tasks.
- Project speed, search results quality and some of its main functions where **downscaled** due to present insufficient hardware capabilities and the currently imposed Google™ (our current source of web pages) ranking, this eventually limited our system full system expansion.*
- 130+ PPT slides where produced as a general guidelines of our G.A.S.E.T main functions and technologies, yet we think that it only covered part of its potentials. Contact us for more details.
- * We are certain that the uploading of our projects on more suitable web servers (in the near future / bending appropriate financing arrangements) should eventually take care of such problem.



Brief Description of Some of the Features Applied at our
Experimental G.A.S.E.T- G™ platform - Testbed

(Keyword VS. Conceptual – Interactive Web Search)

From :

Google™

To ...

G.A.S.E.T-G™



Google™ “Advanced Search” Main Features

The screenshot shows the Google Advanced Search page. At the top left is the Google logo. To its right is the text "Advanced Search" and further right is a link "Advanced Search Tips | About Google". Below this is a light blue box containing the text "Use the form below and your advanced search will appear here". The main form is divided into sections: "Find web pages that have..." with three input fields for "all these words:", "this exact wording or phrase:", and "one or more of these words:" (with "OR" connectors); "But don't show pages that have..." with one input field for "any of these unwanted words:"; "Need more tools?" with dropdown menus for "Results per page:" (set to "10 results"), "Language:" (set to "any language"), and "File type:" (set to "any format"); and a text input for "Search within a site or domain:" with the example "(e.g. youtube.com, .edu)". At the bottom left of the form is a link "+ Date, usage rights, numeric range, and more". At the bottom right is a button labeled "Advanced Search".

To:

G.A.S.E.T- G / Main Screen !

G.A.S.E.T-G

[Advanced Search](#)

Power Search

Topic Search

Question Answering

Main Functions

Push Advance Search Button

G.A.S.E.T - G "Advanced Search" Interface / Main Features

G.A.S.E.T-G

Find results

Thesaurus
(replace by)

car
auto
automobile
motorcar

Done

Related words
(add to)

car
gas
accelerator
wing

Done

Web related words
(add to)

reviews
auto
feb
online
news
prices
information
buy
rental
search

Done

In text car

In title

In phrase

In URL

with **at least one** of the words

without the words

- Full Search
 Fast Search

Topic Search

Power Search

Question Answering

General

Video
Audio
Books
Dissertations

Related Directory Maps


[Top > Arts > Movies > Titles > B > Blue_Car](#)

[Top > Arts > Movies > Titles > B > Batman_SeriesBatman_BeginsReviews >](#)

Scroll down

G.A.S.E.T - G "Advanced Search" Interface / Main Features

- Continue -



Web Page Search

Similar Find pages similar to the page

Links Find pages that link to the page

Domain return results from the site or domain

Occurrences Return results where my terms occur

Date Return web pages updated in the

File Format return results of the file format

Language Return pages written in

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G.A.S.E.T - G VS Google™ Advance Search

(User "Optional" Query Enhancements) - 1

G.A.S.E.T-G

Find results

Thesaurus (replace by)	Related words (add to)	Web related words (add to)
car auto automobile motorcar	car gas accelerator wing	reviews auto feb online news prices information buy rental search
Done	Done	Done

In text

In title

In phrase

In URL

with at least one of the words

without the words

Full Search
 Fast Search

Topic Search

Power Search

Question Answering

General
Video
Audio
Books
Dissertations

Related Directory Maps

[Top > Arts > Movies > Titles > B > Blue_Car](#)
[Top > Arts > Movies > Titles > B > Batman_SeriesBatman_BeginsReviews >](#)

Temporary Limitation of Suggestions:

Insufficient hardware resources (it will be resolved upon installing the needed servers).

G.A.S.E.T - G / Google™ Regular Search

(User "Optional" Query Enhancements) - 2

We added a linguistically - web generated suggestions box to provides the user with the ability to choose between the following **scroll down** boxes :

- 1- **Thesaurus**: will *replace* the user **query** terms with new semantically corresponding possibilities .
- 2- **Related Words** will *add* conceptually, linguistically and syntactically related terms to the user query .
- 3- **Web Suggestion Terms**: will *add* web () keywords suggestions, which is linguistically and conceptually extracted from the G.A.S.E.T - G / **snippets, title, ...etc**

Find results

Thesaurus (replace by)	Related words (add to)	Web related words (add to)
car auto automobile motorcar	car gas accelerator wing	reviews auto feb online news prices information buy rental search
Done	Done	Done

(Temporary "Inadequate" Server !)

Related Directory Maps

[Top > Arts > Movies > Titles > B > Blue_Car](#)

[Top > Arts > Movies > Titles > B > Batman_SeriesBatman_BeginsReviews >](#)

G.A.S.E.T - G Result Page : Google™ Regular Result Page

(for comparison – testing purposes only)

The screenshot shows a Google search result page for the query "jordan". At the top, the Google logo is on the left, and navigation links for "Web", "Images", "Groups", "News", "Froogle", "Maps", and "more" are in the center. A search bar contains "jordan" and a "Search" button is to its right. Below the search bar, the word "Web" is displayed in a blue box, followed by the text "Results 1 - 10 of about 409,000,000 for jordan [definition]. (0.07 seconds)".

Under "Refine results for jordan:", there are three columns of links: "Dining guides", "Attractions", and "Suggested itineraries" in the first row; "Lodging guides", "Shopping", and "Tours & day trips" in the second row.

The first search result is "CIA - The World Factbook: Jordan", with a description: "Features map and brief descriptions of the geography, people, government, economy, communications,..." and a URL: "www.cia.gov/cia/publications/factbook/geos/jo.html - 110k - Cached - Similar pages".

The second result is "Jordan Tourism Board - JTB", with a description: "Includes separate sections on Jordanian history, culture, wildlife, and natural reserves." and a URL: "www.see-jordan.com/ - 3k - Cached - Similar pages".

The third result is "Jumpman23.com: the official site of the Jordan brand", with a description: "Jumpman23.com is the place to access the Jordan Brand and to find the latest gear inspired by the image and essence of Michael Jordan." and a URL: "www.nike.com/jumpman23/ - 3k - Cached - Similar pages".

On the right side, there are "Sponsored Links": "Jordan in 10 Minutes" (Save time in your search for development issues in Jordan. www.oneworld.net/guides), "Jobs for Jordan National?" (Apply Free to 1000s of Jobs for Jordan Nationals Now. NaukriGulf.com), and "Souq.com: Great Deals" (It's Auction time in Jordan. Listing is Free, Delivery is Free).

At the bottom of the page, there is a "G.A.S.E.T-G" logo, a search bar with "jordan", a "Search" button, and a "Home" button. To the right of the search bar are two dropdown menus: "General" (with "Video" selected) and "All" (with "avi", "mpg", and "ogm" listed).

A blue arrow pointing downwards with the text "Scroll down" is overlaid on the bottom center of the page.



G.A.S.E.T - G Result Page : (G.A.S.E.T - G™ Dynamic Result Page – A)

G.A.S.E.T-G

jordan Search Home

General
Video
Audio
Images

Web Snippet Paragraph Keywords Downloads Results 1 - 10 of about 28 . (97.93 seconds)

Jordan - Wikipedia, the free encyclopedia
http://en.wikipedia.org/wiki/Hashemite_Kingdom_of_Jordan - Similar pages - Cached
Al-Mamlakah al-Urdunniyyah al-Hāšimiyyah Hashemite Kingdom of Jordan ...
1.1 Formation and Transjordan; 1.2 Hashemite Kingdom of Jordan; 1.3 Refugees and ...

Query enrichment
" Web Formats "

Search results formats:

- **Snippet:** intelligent summarization.
- **Paragraph:** the whole story.
- **Keywords:** for domains / ontology's
- **Downloads:** get multimedia files

Sample of G.A.S.E.T - G™ results which was selected from limited pool of web pages (due to the lacking of suitable servers), it show that main search engines internal functions are operative (crawling, parsing, indexing, limited ranking ... Etc)

Scroll down

G.A.S.E.T - G Result Page : (G.A.S.E.T - G™ Dynamic Result Page – B)

The screenshot shows a search engine result page for 'Jordan'. The results include:

- CIA - The World Factbook: Jordan**
<http://www.cia.gov/cia/publications/factbook/geos/jo.html> - Similar pages - Cached
Features map and brief descriptions of the geography, people, government, economy, communications,...
- Encyclopedia of the Orient - The Hashimite Kingdom of Jordan**
<http://lexicorient.com/e.o/jordan.htm> - Similar pages - Cached
Includes introductory information about country's history, economic situation, health, education,...
- US Library of Congress - Country Study: Jordan**
<http://rs6.loc.gov/frd/cs/jotoc.html> - Similar pages - Cached
Jordan : Country Studies - Federal Research Division, Library of Congress.
- Jordan River**
http://lexicorient.com/e.o/jordan_r.htm - Similar pages - Cached
Sea of Galilee is part of the **Jordan River** system, and the Yarmuk River of Syria ... For Christians, the point where the **Jordan River** runs out of the Sea of ...
- The Hashemite Kingdom of Jordan**
<http://meltingpot.fortunecity.com/oregon/639/> - Similar pages - Cached
Nice summary of various tourist places to visit. Site also sells souvenirs from Jordan.

Annotations on the screenshot include:

- A red bracket on the left side grouping the first three search results.
- A red arrow pointing down to the 'Next' button.
- A red arrow pointing left to the 'Search within results' button.

At the bottom of the browser window, the taskbar shows the 'start' button, several open applications, and the system tray with the time '1:38 PM' and 'My Computer' icon.

Continue with the rest of
G.A.S.E.T - G™ (not Google™)
diverse search results !



Current Project Processes (Main differences) Important

G.A.S.E.T (with its futuristic servers) * :

- Interacting with the web surfer (full)
- Query lingo and web suggesting / modification , generated from G.A.S.E.T web repository, (comprehensive, dynamic and fully interactive)
- Interacting with G.A.S.E.T server, a speedy process with compatible and accurate results.
- Retrieving pre-analyzed and weighed TVD's.
... etc

* In the near future : faster, more accurate results and main functions (Power , QA .. etc) compatible .

G.A.S.E.T - G (with Google™ dependency *) :

- Interacting with the web surfer (incomplete)
- Query lingo and web suggesting / modification , extracted from results page Google™ snippets.
- Interacting with Google™ (http request / API which is a slow and inadequate process)
- Crawling extracted Google™ results page URLs (with conflicting Google™ ranking methods)
- Analyze , re-rank and weight received Google™ web results -TVD's (slow process) ... etc

*Temporary (for testing purposes only)

G.A.S.E.T and other Search Beasts (Example: **Google™**)

Different philosophy ... Different solutions !

The Evolution of Web Search Engines

- **First generation** – use only “on page”, text data
 - Word frequency, language
- **Second generation** – use off-page, web-specific data
 - Linkage (or connectivity) analysis
 - Click-through statistics (What results user click on)
 - Anchor-text (How people refer to this page)
- **Third generation** – “the need following the query”
 - AI powered semantic analysis .
 - Focus on user real needs, rather than on query
 - Context / concept determination
 - Interacting with the user (Advance QA capabilities)
 - Integration of search and text analysis

1995 – 1997

- Excite
- Lycos

From 1998

- Google
- Yahoo
- Bing

The future

Search Engines Types And Characteristics

Directory-Based Search Engines

- Large database of web pages
- No human involvement and no quality control
- Can submit website or will find some on own
- Searches full text to certain level,
does not search deep or invisible web
- Ex: Google, Yahoo, Alta Vista, Fast ... Etc.

Keyword or robot based Search Engines

- Indexed by individuals so subject searches will
be more accurate
- Smaller database than Robot engines
- Used mainly for finding good site on general topic
- Ex : Yahoo, About, Looksmart ... etc

Specialized Search Engines

- Geographic based
- Phone directories
- News - Newsgroup searching
- Different formats



Customer Problems Using the Web And Our Proposed Solution !

- 81% speed
- 34% organizing information
- 32% finding information
- 13% returning to a page
- 9% cost
- 5% not knowing where I am
- 11% other

- Horning & Associates -

Our Solution - Goal:

Integrate unsurpassed practices of Information Retrieval and Natural Language Processing techniques with AI heuristics to construct sophisticated search engine, result clustering and knowledge discovery technology - product.

From semantic networks - ontologies, to concept maps and autonomous / reinforcement learning :
Our system will be able to tackle the new challenges raised by the next generation of " AI powered "
web based knowledge enhancement technologies .

Comparison Between Google™ and G.A.S.E.T Main Features

The comparison in Features not capacity covers some examples only .

- We claim that in our journey to seek the most comprehensive solution for web surfing, we analyzed hundreds of specialized web search tools, ordinary search engines tools and technically related documents, we are confident that we developed a system which is capable to compete (in the fields of functionality, technical superiority and diversity) with currently available commercial and academically supervised projects.
- We are comparing the practicality of our project functions to the main Google™ operations, taking in consideration the advantages and disadvantages of Google™ web services, we think that the overall picture will be taken into consideration when we arrange for our project to be installed on suitable hardware base, with reasonable connectivity speed .
- We are using materials from the “Google™ Guide” document published by Nancy Blachman which explains some of the benefits and pitfalls of Google™ search engine, we quoted it as a mean of comparison (technical – functional characteristics) between our G.A.S.E.T system and Google™ search engine, taking into consideration other plug-ins which utilize the Google™ capabilities. We consider our project (with its advanced interactive AI powered capabilities) as a complement to current “ standard ” keywords based search engines.



Comparison between G.A.S.E.T and Google™ Functions And Features (Additional Search Products / Examples # 1)



Our system has the capability over Google™ to:

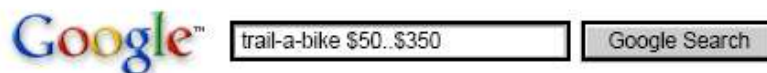
- Search the **entire** web .
 - Supported with **intelligent** online B2C tasks handling tools, including the **automated negotiations** of price, shipping, credit .. etc *
- * Similar functions already implemented in our functional **G.B.S.E.T B2B** search project.

store:

If you include **store:** in your query, [Froogle](#) will restrict your search to the store ID you specify. For example, [[polo shirt store:llbean](#)] will return listings that match the terms "polo" and "shirt" from the store L. L. Bean.

Limited capability

Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.



Partially functional gadget

Comparison between G.A.S.E.T and Google™ Functions And Features

(Additional Search Products / Examples # 2)

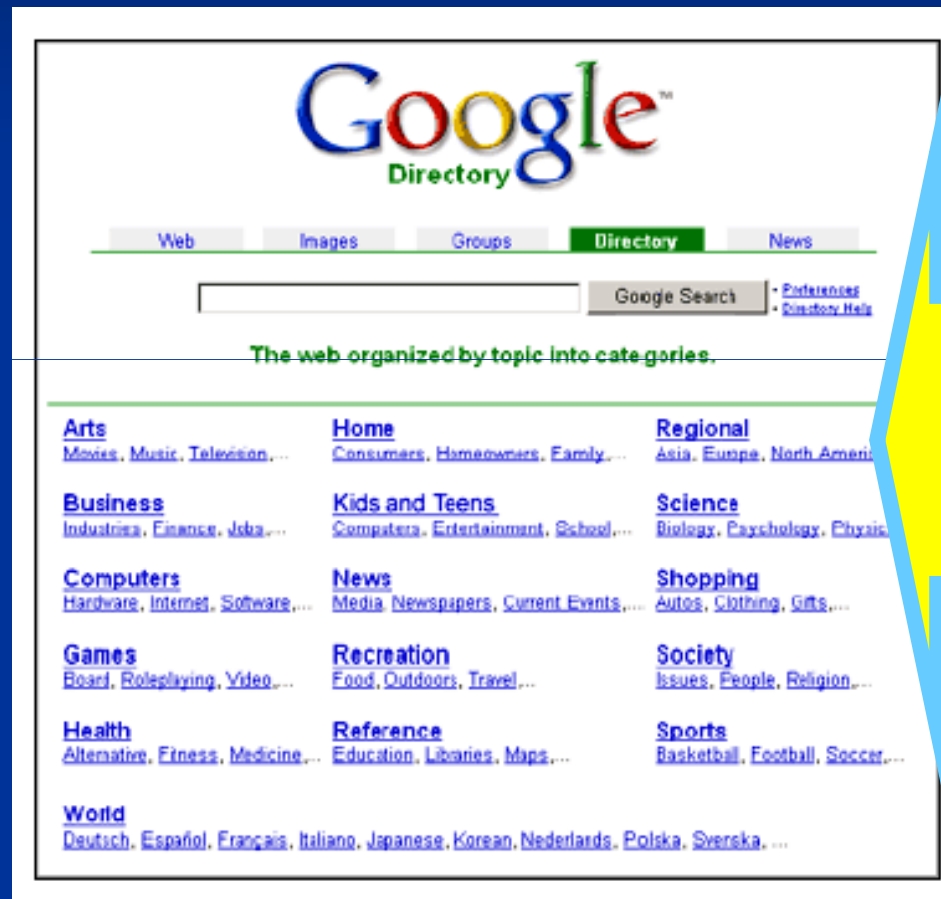
Our previous comments regarding the **Froogle** limitations apply to the Google™ Catalogs function.

We are currently using our own “**AI based**” technology which will enable to build customized / **interchangeable** directories of B2C consumer retailers catalogs.



Comparison between G.A.S.E.T and Google™ Functions And Features

(Additional Search Products / Examples # 3)



By the end of 2010 our firm will expand the Google™ Directory by **10 X** its current size, using our sophisticated contextually / NLP - semantically motivated crawling, parsing technology .

Our conceptual **Power Search** function is capable of retrieving very accurate results which will complement the traditional directory based web searching.

G.A.S.E.T Technical Advantage Over Google™ Functions - Features (1)

Google is easy to use, but the more you know about how it works, its features, its capabilities, and how it displays results, the better it can serve your needs.

In this segment, you will learn how to:

- [Enter a query](#)
- [Go directly to the first result](#)
- [Select search terms](#)
- [Interpret your query](#)
- [Craft your query by using special characters and operators](#)
- [Sharpen your query by using Google's Advanced Search form](#)
- [Use search operators \(aka Advanced Operators\)](#)

AI / NLP
TECH

The whole process was **completely integrated and automated** by our AI powered system

Avoid using a question as a query. For example, the query, [[where do I apply for a passport in New Zealand](#)], instructs Google to find pages containing all the terms. Such a query won't necessarily find pages answering your question. A better query might be [[passport apply New Zealand](#)].

USE [[passport apply New Zealand](#)]

NOT [[where do I apply for a passport in New Zealand](#)]

Our system will take any form of query even in a question form (**using our QA function**) and analyze its content – concept to get matched results, based on the conditions required by the user query .

G.A.S.E.T (QA) .

G.A.S.E.T Technical Advantage Over Google™ Functions / Features (2)

Avoid using words that you might associate with your topic, but you wouldn't expect to find on the designated page(s). For example, queries that include "articles about," "discussion of," "documentation on," and "pages about" are likely to return fewer results since information on the web is rarely labeled with such terms.

USE [[lasik eye surgery](#)]

NOT [[documentation on lasik eye surgery](#)]

USE [[jobs product marketing Sunnyvale](#)]

NOT [[listings of product marketing jobs in Sunnyvale](#)]

The Solution.

Our system will recognize the need for the query **extra** words (**documentation** , **listing**) and it will analyze its position , sentence / context & other relations, results will be **effected** because of its " extra words " presence.

Does your query have enough specific information for Google to determine unambiguously what you're seeking? If your query is too vague, it's unlikely to return relevant results. Consider, for example, the query [[java](#)]. What do you suppose Google includes in the first page of results? An island in Indonesia? A beverage consisting of an infusion of ground coffee beans? A computer network-oriented platform-independent programming language developed by Sun Microsystems?

USE [[Java Indonesia](#)], [[java coffee](#)], or [[java programming language](#)]

NOT [[java](#)]

Web related word suggestions and the **Power / Topic Search** functions will be able to handle the general (approximate) query.

G.A.S.E.T-G™ (NLP).

G.A.S.E.T Technical Advantage Over Google™ Functions / Features (3)

You don't have to correct your spelling.

There's a good chance that Google will recognize your mistakes and suggest an alternative more common spelling, usually faster than you can look up the term in an online dictionary.

When you enter: [[Anna Kornikova tennis](#)]

Google responds: Did you mean: [Anna Kournikova tennis](#)

Vocabulary correction will be handled at the original query interface (VASE) which will **save time** and help retrieve **more** exact results.

Google returns pages that match your search terms exactly.

In his book *Internet Research, Second Edition* (McFarland & Company, 2001), Ned Fielden notes "Google simply matches strings of characters together and doesn't currently base inferences on uses of the language. Although this searching method has some drawbacks, it harnesses one of the fabulous powers of computers, [the ability] to sift through enormous heaps of data quickly and accurately."

If you search for ...	Google won't find ...
cheap	inexpensive
tv	television
effects	influences
children	kids
car	automobile
Calif OR CA	California
NYC	New York City

NLP
Tool

Using the **Topic / Power Search** will overcome such problem (that's one of the main ideas behind our technology), it will use a conceptually harmonized thesaurus / related words combinations whenever its appropriate to find the **coherent** topic / result.

G.A.S.E.T Technical Advantage Over Google™ Functions / Features (4)

Google favors results that have your search terms near each other.

Google considers the proximity of your search terms within a page. So the query [[snake grass](#)] finds pages about a plant of that name, while [[snake in the grass](#)] tends to emphasize pages about sneaky people. Although Google ignores the words "in" and "the," (these are [stop words](#)), Google gives higher priority to pages in which "snake" and "grass" are separated by two words.

[[snake grass](#)]
[[snake in the grass](#)]

Our " AI powered" system will inelegantly determine / illustrate potential concepts .

Note: The description of a [wildcard](#) in the section Craft Your Query may help you to understand how Google interprets queries containing words that it ignores.

Google gives higher priority to pages that have the terms in the same order as in your query.

Consequently, you should enter search terms in the order in which you would expect to find them on the pages you're seeking. A search for [[New York library](#)] gives priority to pages about New York's libraries. While the query [[new library of York](#)] gives priority to pages about the new libraries in York.

[[New York library](#)]
[[new library of York](#)]

And it will recognize the contextual differences between similar combinations of words

Our system will have the capability to determine web pages **concepts** and enhance its knowledge structure In order to match the user queries in intelligent and efficient method. Our system smart **interaction** with the users will be focused to find the best probable results using the **least amount** of user targeted inquiries.

G.A.S.E.T Technical Advantage Over Google™ Functions / Features (5)

Search Behaviors	Descriptions
● Implicit AND	Google returns pages that match <i>all</i> your search terms. Because you don't need to include the logical operator AND between your terms, this notation is called an implicit AND.
● Exact Matching	Google returns pages that match your search terms exactly.
● Word Variation Automatic Stemming	Google returns pages that match variants of your search terms.
● Common-Word Exclusion	Google ignores some common words called "stop words," e. g., the, on, where, and how. Stop words tend to slow down searches without improving results.
● 32-Word Limit	Google limits queries to 32 words.
● Term Proximity	Google gives more priority to pages that have search terms near to each other.

- This action will demolish the spirit of web page perception extracting. Semantic relations / ontologies which is extracted from web pages textual corpus (words, sentences, paragraphs as well as stop words) and utilized in our knowledge extracting / enhancing process. ●
- Better (more friendly) intelligent functions / services are employed by our system. ●

G.A.S.E.T Technical Advantage Over Google™ Functions / Features (6)

● Term Proximity	Google gives more priority to pages that have search terms near to each other.
● Term Order	Google gives more priority to pages that have search terms in the same order as the query.
○ Case Insensitivity	Google is case-insensitive; it assumes all search terms are lowercase.
○ Ignoring Punctuation	Google ignores most punctuation and special characters including , . ; ? [] () @ / * < >
● Accented Letters	A term with an accent doesn't match a term without an accent and vice versa.

- We are using our AI powered technologies to verify possible terms logical order and contextual frame, such process is a major component of our autonomous knowledge acquisition technology which we depend on it to make our system more sensitive to the user query structure, which will result in more time saving.
- Our system is also case sensitive, because most terms will be recognized properly from other similar ones by identifying its " Hi - Low case " format, which will help our system to recognize entities, sentence structure ... etc. similar text analysis technique take in consideration punctuations and special characters.

G.A.S.E.T Technical Advantage Over Google™ Functions / Features (7)



Please check our Multimedia Search Function with its improved features, all forms of knowledge on the web are unique, yet it will always be in need to be recognized not only by it is **html format**, but also buy its initiative.

Current technologies used by Google™ to search for photos are incapable of looking for photos , videos , music... etc that might be **linked with the concept** of the search.

Examples of Third Party Google™ Plug-Ins Softwares - 1

If you want to enter several queries simultaneously, try GoogleBlaster, <http://www.googleblaster.com>.



The screenshot shows the GoogleBlaster website. At the top, there are four colored balloons (blue, yellow, red, green) and the text "GoogleBlaster". Below this, it says "Enter multiple queries and get multiple results with just one click!" and "(Instructions: Enter one search term(s) per line in the box below)". There is a text input area with tabs for "Web", "Images", "Groups", "Directory", and "News". A "Go Blaster!" button is at the bottom.

Limited capabilities
in comparison to our
project, yet this is the
best offered by the
web search industry !!

If you want to search for two terms separated by no more than two words, you'll need six queries. If you're interested in running proximity searches, try out GAPS, a third-party search tool available at <http://www.staggeration.com/cgi-bin/gaps.cgi>.



The screenshot shows the Google API Proximity Search (GAPS) website. It has a title "Google API Proximity Search (GAPS)" and a link "From staggeration.com - Read Me - GAPS - GARBO - GAWSH". The form includes a "Find" input field, a "within" dropdown set to "1", a "word(s) of" input field, and a "Search" button. Below this are "in that order" and "Sort by title" dropdowns, and an "Additional terms" input field. There are also "Show All" and "results" dropdowns, and a "with up to" dropdown set to "10". A "Filter each query" checkbox is present. At the bottom, there is a "License key (optional)" input field and a note: "If you have your own Google API license key, we would appreciate your entering it here. It will be used only for the searches you do with this script, and it will not be stored anywhere or used in any other way."

Examples of Third Party Google™ Plug-Ins Softwares - 2

If you're not sure of all the types of information that you can search for with Google, check out Soople, www.soople.com/soople_int.php.



The screenshot shows the Soople search interface. At the top, it says "Soople -easy expert search-". Below that, there are navigation tabs: "SEARCH GOOGLE" and "ABOUT SOOPLE". Under "SEARCH GOOGLE", there are links for "-Main Page-", "Calculator", "Translate", "Phone & Location", and "Superfilter". The main search area has a "Google" logo and a "Normal search with Google:" section with a search box and a "Search" button. Below this, there are radio buttons for "Search the web" (selected) and "Pages from US". To the right, there is a "Soople now(s)" section with a printer icon and links for "All about Soople" and "Also try Soople on your PDA!". Below the main search area, there are several specialized search sections: "Search in multiple sites at once (explain)" with a search box and a "Choose an option" dropdown; "Search within one site or domain (explain)" with a search box, an "in:" field, and a "namecsite.com" dropdown; "Filter search for filetype (explain)" with a search box and radio buttons for "Word", "Powerpoint", "Excel", and "Acrobat(pdf)"; and "Specific image search (explain)" with a search box, a "Specify filetype:" dropdown, and a "Specify size:" dropdown.

A simple enhancements
to the Google™ interface

Its hard to believe that the previous examples, which **fairly represent** the available third party Google™ plug-Ins software, have such **low technical capabilities** and immature features, yet that the best we can find as an "operational package".

The search engines market is in great need for innovative web surfing technologies which use some of the theoretically tested formulas and implement newly developed techniques ... like G.A.S.E.T - G™.

G.A.S.E.T

Searching the Web intelligently._

-
The Problem ... and the Solution !

Topic, Power, QA and Multimedia Search - 1

Main Interface Diagram (A)

G.A.S.E.T-G

Find results

Thesaurus (replace by)	Related words (add to)	Web related words (add to)
car auto automobile motorcar	car gas accelerator wing	reviews auto feb online news prices information buy rental search
Done	Done	Done

In text: car

In title:

In phrase:

In URL:

with at least one of the words

without the words

Full Search
 Fast Search

Topic Search

Power Search

Question Answering

General
Video
Audio
Books
Dissertations

Related Directory Maps

[Top > Arts > Movies > Titles > B > Blu-ray Car](#)

[Top > Arts > Movies > Titles > B > Batman_SeriesBatman_BeginsReviews >](#)

Linguistically Suggested Terms

Web Suggested Terms

Separate Boxes for Title, URL ...etc

Full / Fast Search

Topic, Power, QA and Multimedia Search - 2

Main Interface Diagram (B)

Related Directory Maps

[News > Newspapers > Regional > India](#)
[Regional > Asia > India > News and Media > Online News](#)



Web Page Search

Similar	Find pages similar to the page	<input type="text" value="www.abc.com"/>	<input type="button" value="Search"/>	<input type="button" value="Power Search"/>
Links	Find pages that link to the page	<input type="text"/>	<input type="button" value="Search"/>	
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="button" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>		
Domain	<input type="button" value="Only"/> return results from the site or domain	<input type="text"/>		



- Web and URL links
- Power Searching
- Search Upgrade and Customizations
- G.A.S.E.T-G™ Legal Disclaimers

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Topic, Power, QA and Multimedia Search - 3

Topic Search :

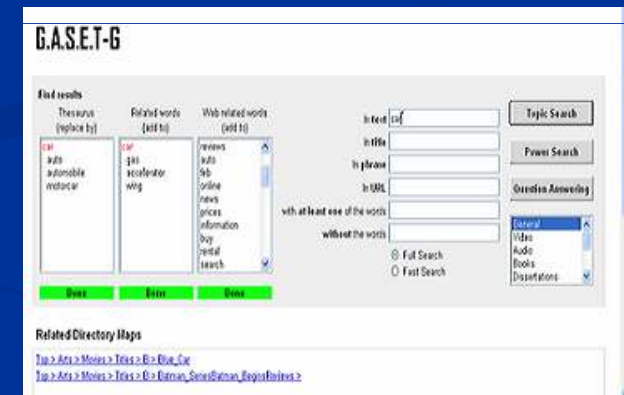
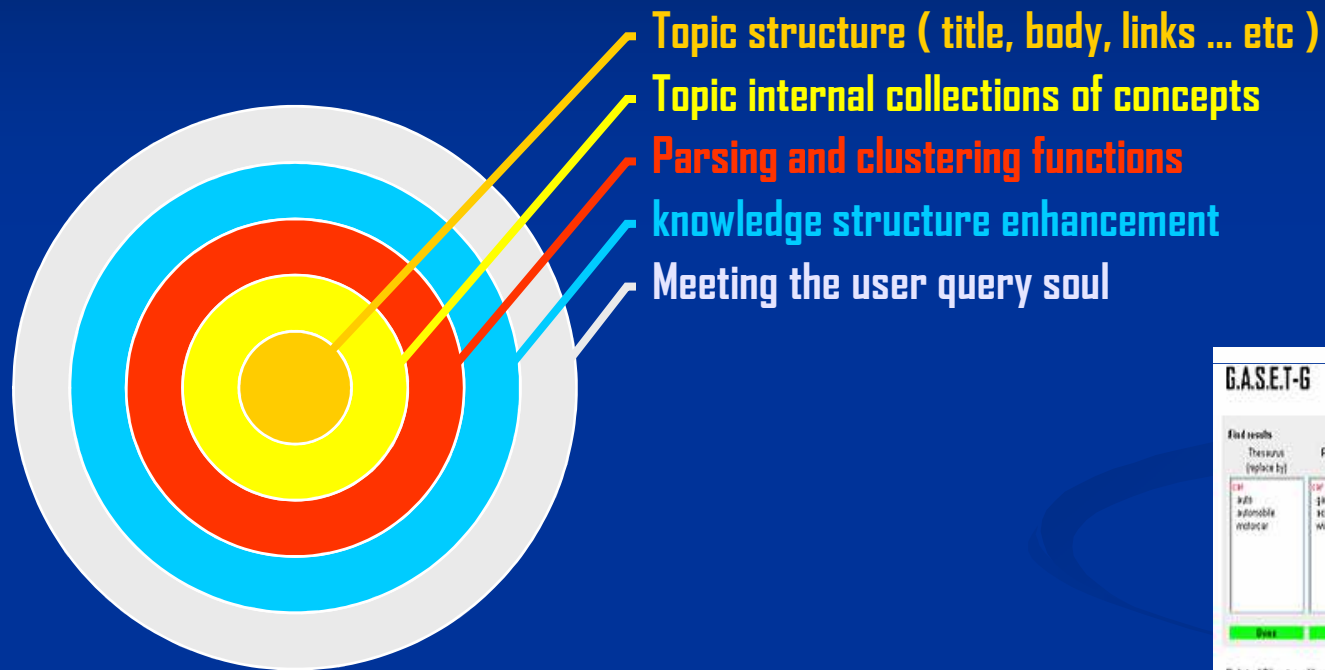
Used to locate web pages with topics and concepts which match the web surfer query. In our technology we use a pioneering methods to **decipher web page framework and concept** either in parts or as a whole. It will also check multiple facets of the page in regard to it is relevance to already stored, analyzed and confirmed **concept containers** which our system use for evaluation, ranking and dynamically **re-modifying** of our web repositories .

This means that a topic search such as "car manufacturing" will find pages which **conceptually match** the query with sentences and words such as, machinery, raw material, tools, sales, testing ... Etc in **a harmonized linguistic form**. The results and pages containing them will be more related to the topic **than calculating the number of times** the query words "car" and "Manufacturing" are repeated on the web pages with disregard to its semantic relation , which is a practice followed by all of the main current search engines.

We used complicated logarithmic - technology to enable our system to **constantly self modified and configured its own rules** in an attempt to keep the unique linguistic forms, dialogue types and cultural lingo differences in prospect , **with autonomous topic structure updating**.



Topic , Power , QA and Multimedia Search – 4



Why settle for a regular encyclopedia / Wikipedia when you could have the whole web knowledge with AI powered search capabilities at your fingertips ... saving the user time and effort intelligently

Topic, Power, QA and Multimedia Search - 5

Power Search :

The main initiative behind Power Search is to assist the web surfer in anticipating multi level web searching tasks. This will be done by using the web as a base for our self modified and customizable autonomous AI powered E-learner agent. With its auto query adjustments and multistage searching, and its redefined / readjusted web repository, will lead to the adaptation of conceptual base construction by re-implementing its newly acquired conceptual - contextual knowledge foundation.

Such technology is in place to assist in identifying the web pages identities, semantic and perception relations with pages/ sites in away that take into account interchangeable compatibility in regard to serving web surfer need to have complex searching process, compatible with the density levels of his query.

Our innovation will enable our system to understand a query, such as "car manufacturing", as a task which need to be achieved. It will then find resources, solutions, technologies ... etc related to the specific query, organize it in one block of info, along with other related links disregard of its initial location on the web.



Topic, Power, QA and Multimedia Search – 6



The Traditional Web Search ... Time Wasting and Low Quality Results

- Web Repositories : Extract Knowledge
- Utilizing Dynamic Semantic Relations
- Modifying Users Search Scope / Needs
- Utilizing Our Interactive AI Based Tech
- Show Results Modify Procedures



AI Powered "Multitask – Multifaceted" Web Search

Topic, Power, QA and Multimedia Search - 7

QA (Question Answering):

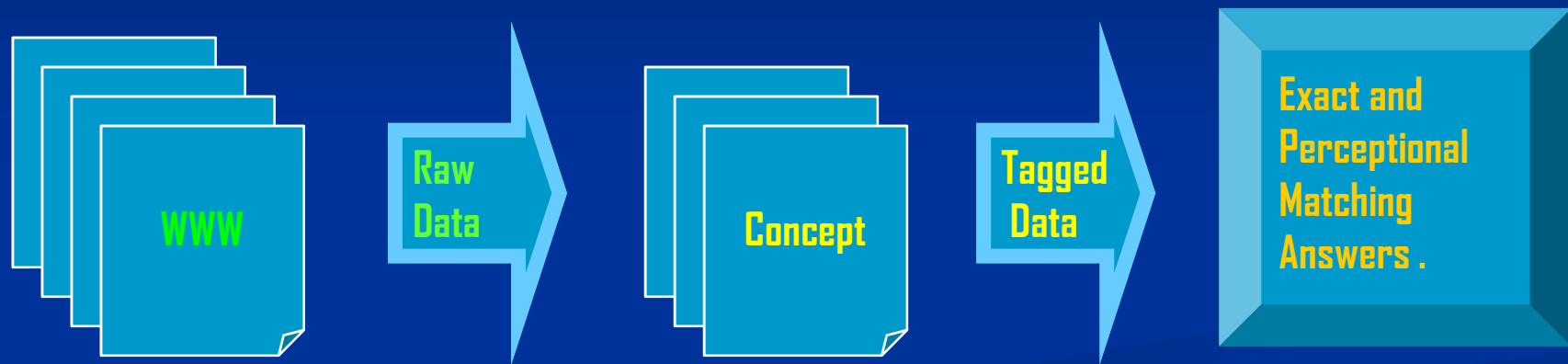
Considered by our staff to be the project "Gem", which is capable of analyzing, based on a strong dynamic and specialized linguistic knowledge base, the user's complex and multi-facets question then locating, generating and customizing the proper answers.

Such technology employs hand crafted and web extracted linguistic rules – patterns which are capable of virtually realizing the question concept and its contextual relations to other parts of its linguistic block. It will then find or customize a sentence or a paragraph which meets the answer criteria in a logical manor (optional corresponding thesaurus, expected forms of answers... etc). It will also consider the question as a form of a request which might be in need for complementing add-ons. Such task will be done by anticipating the searcher question category based on foreseeing related questions – answers results compiled from our "QA" dynamic and specialized knowledge database and web repositories.

This is done by engaging the user in some sort of a dialogue, which will be helpful in narrowing the results (such technology will be employed upon the full integration of the needed web resources into our system – a huge hardware dependency task which we don't possess now).



Topic, Power, QA and Multimedia Search – 8



- **Parse the web linguistically** : analyze its contents to extract possible formats of questions (with enhanced framework) and their potential matching answers .
- **QA Conceptual parsing** : examine incoming documents stream to determine the incremental relevance of the page lingo blocks to possible question concept.
- **QA Adaptive – refined filters (classifiers)** : rigorous checking for the uniqueness characteristics / format of the question type answer context and complexity .

Topic, Power, QA and **Multimedia Search** - 9

■ Multimedia Search :

The future of web surfing will be determined by the need for strong **analytical application capable of tagging and grouping** massive amounts of multimedia resources which use the internet as a storage facility, our **ranking** technique will be the other decisive factor, it will be based on **material concept** from its associated information (not only titles and other html tags). Users will also require accessing information in the form of critique and opinions...etc, available on other locations, that are conceptually **related to the subject** they are searching. The market demands such service and we have created an application to satisfy such need

Our multi-faceted NLP - contextual parser will set the stage for the needed item classifications which will be used to search specialized multimedia web resources such as photos, books, papers, videos, audios, software ... etc with an advance customized **matching technology**.

We regard the **web resources as ours** to use with no need to categorize and restore it in specialized web repositories (current method like: Google video ... etc). We have succeeded in creating special techniques used to **tag such multimedia** sources, located in it is original location, to be retrieved and filtered for any irregularities.



Topic, Power, QA and **Multimedia Search** – 10



- **Regular web searching** : general results with limited classifications / parsing capabilities.
- **Conceptual parsing** : examine incoming documents stream to determine the incremental relevance of the page to the query concept.
- **Adaptive – refined filters (classifiers)** : rigorous checking for the availability of the uniqueness characteristics / format of the service (video , audio ..etc).

Main Interface Diagram (Part 2 – A) : Current Specialized Tools.

Related Directory Maps

[News > Newspapers > Regional > India](#)
[Regional > Asia > India > News and Media > Online News](#)



Web Page Search

Similar	Find pages similar to the page	<input type="text" value="www.abc.com"/>	<input type="button" value="Search"/>	<input type="button" value="Power Search"/>
Links	Find pages that link to the page	<input type="text"/>	<input type="button" value="Search"/>	
Language	Return pages written in	<input type="text" value="any language"/>		
File Format	<input type="button" value="Only"/> return results of the file format	<input type="text" value="any format"/>		
Date	Return web pages updated in the	<input type="text" value="anytime"/>		
Occurrences	Return results where my terms occur	<input type="text" value="anywhere in the page"/>		
Domain	<input type="button" value="Only"/> return results from the site or domain	<input type="text"/>		



- Web and URL links
- Power Searching
- Search Upgrade and Customizations
- G.A.S.E.T-G™ Legal Disclaimers

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Google is a trademark of Google Inc



Main Interface Diagram (Part 2 – B) : **The GDM Concept Suggestion**

We Added the " **Related Directory Maps** " option (similar to **Google™ Related categories**), which will suggest choices derived from the **G.A.S.E.T- G™ directory maps (GDM)** / dynamic web bases through XML/SOAP services , the tool user could either use some of the words shown as an enhancement for the original query or he/she could link to it directly , obviously we did apply our concept / context relation acquiring technology to give better matching results.



Main Interface Diagram (Part 2 – C) : The Similar Page Solution

Radical improvements to the “**Similar Page**” Function which uses the “**Multiple Concepts**” tool to search for pages which harmonize with the targeted one taking in consideration the page structure and linguistic scope . Advance filtering system will guarantee the best conceptual matching of resulted pages (same function is available on the “ find results “ page) .

Web Page Search

Similar	Find pages similar to the page	<input type="text" value="www . abs . com"/>	<input type="button" value="Search"/>	<input type="button" value="Power Search"/>
Links	Find pages that link to the page	<input type="text"/>	<input type="button" value="Search"/>	

[ConsumerReports.org: Unbiased product Ratings from the experts at ...](#)
Product Ratings, product reviews, buying guides, product safety recalls and consumer information from the experts at Consumer Union/Consumer Reports Magazine. ...
[www.consumerreports.org/ - 60k - Cached](#) [Similar pages](#)

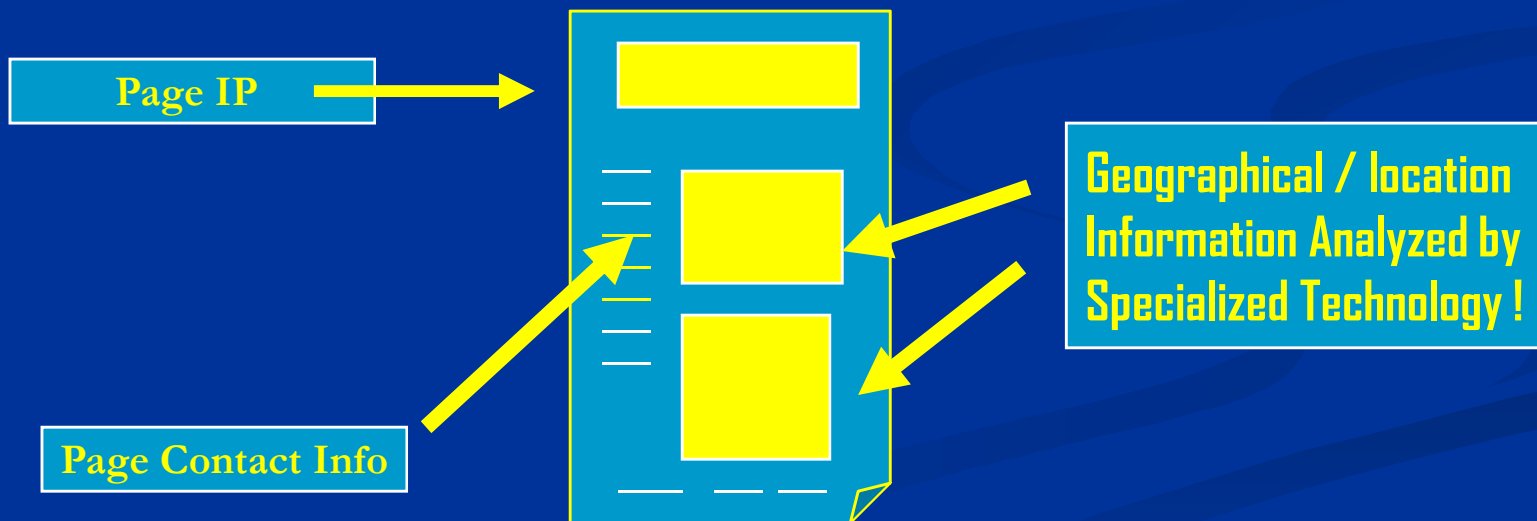
Main Interface Diagram (Part 2 – D) : Specialized Search Tools (Partial List)

- We added an improvement to Google's "Book Search" which search **The web for downloadable web books** (confirmed **200,000 +**), we also added the "**Dissertations / Thesis or Papers**" function as an upgrade to the " Google™ Scholar " which helps the user identify the matching paper structure (Title , Introduction Contents , Chapter ... etc) and the searcher query terms concept .
- We also included special Video **Format** search As an **example** of the choices the user will have on the results page , he/she will have the option to use other interactive options (QA , Power .. Etc) instantly .

The screenshot displays two search interfaces. The top interface, titled "Topic-Specific Searches", features a search bar with the text "G.A.S.E.T-G Documents Specialized Search". Below the search bar are four buttons: "Asia tourism", "Asia culture", "Web downloadable books", and "Dissertations / Thesis". A red arrow points to the "Web downloadable books" button, a black arrow points to the "Dissertations / Thesis" button, and a green arrow points to a "Papers" button located to the right of the "Dissertations / Thesis" button. The bottom interface, titled "G.A.S.E.T-G (Video)", shows a search bar with the text "jordan" and a "Search" button. To the right of the search bar are two dropdown menus: "General" (with options: General, Video, Audio, Images) and "All" (with options: avi, mpg, ogm). A yellow arrow points to the "All" dropdown menu. Below the search bar are radio buttons for "Web", "Snippet", "Paragraph", "Keywords", and "Downloads". The "Web" radio button is selected. At the bottom right of the interface, it says "Results 1 - 10 of about 28 . (97.93 seconds)".

Main Interface Diagram (Part 2 – E) : Local Search

- Our system has resolved the location search (searching in a designated geographical areas) problem by extracting the needed site location information from the web site, using our own **customized Expert System / Regular Expression enabled analyzing system**. Google™ approach to search in countries domains disregard of their actual **geographical location** is short of getting to target simply because most web site owners use the common domains like **.com**.



Enhancements of Standard Search Engines (Google™) **Search Results Page** - A

- Improvements to regular search engines results page were introduced in order to give the user an option to chose between receiving our version the of the results page **snippets** or :
 1. Related page **Keywords** list (web page most important related words).
 2. Complete related **Paragraphs** (web page paragraph/s matching the query concept).
 3. **Downloads** (list the web page downloadable parts / used with multimedia specialized search).
- We used our friendly “**scroll down window**” which will keep the search results page proportionate while giving searchers the ability to view page concept **without the need to open the actual web pages.**
- In the near future our UBO technique “ User Behaviour - results analysing -Observation “ will be fully implemented , this will save more time by classifying web surfer results page analyzing patterns and his/her subjects of interests .



Enhancements of Standard Search Engines (Google™) Search Results Page - B

The image shows a screenshot of a Google search results page for the query "jordan". The page includes the Google logo, navigation tabs (Web, Images, Groups, News, Froogle, Maps, more), and a search bar with the text "jordan". The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 409,000,000 for jordan [definition]. (0.07)".

Key elements on the page include:

- Refine results for **jordan**: Dining guides, Attractions, Suggested itineraries, Lodging guides, Shopping, Tours & day trips.
- Search results for "jordan":
 - CIA - The World Factbook: **Jordan**. Features map and brief descriptions of the geography, people, government, economy, communications,....
 - Jordan** Tourism Board - JTB. Includes separate sections on Jordanian history, culture, wildlife, and natural reserves.
 - Jumpman23.com: the official site of the **Jordan** brand.
- Right-hand sidebar with sponsored links:
 - Jordan in 10 Minutes. Save time in your search for development issues in **Jordan**.
 - Jobs for **Jordan** National? Apply Free to 1000s of Jobs for **Jordan** Nationals Now.
 - عن عن نفسك. سجل في موقعنا واحصل على المال لقاء رأيك.
 - Souq.com: Great Deals. It's Auction time in **Jordan**.

At the bottom of the page, there is a "G.A.S.E.T-G" search toolbar with a search bar containing "jordan" and buttons for "Search" and "Home". The toolbar also features a menu for search types (General, Video, Audio, Images) and a file format menu (All, avi, mpg, ogm). A Windows taskbar is visible at the very bottom of the screenshot.

Two blue arrows point from the "G.A.S.E.T-G Search Toolbar" box to the "Suggested itineraries" and "Tours & day trips" links in the search results. Another blue arrow points from the "G.A.S.E.T-G Search Toolbar" box to the "G.A.S.E.T-G" search bar.

Google™
Results Page

G.A.S.E.T-G™
Search Toolbar



Enhancements of Standard Search Engines (Google™) Search Results Page - C

The screenshot shows the G.A.S.E.T-G search engine interface. At the top left is the logo 'G.A.S.E.T-G'. A search bar contains the text 'jordan', with 'Search' and 'Home' buttons to its right. A 'Search Results Toolbar' is located in the top right corner, featuring a dropdown menu with options: 'General', 'Video', 'Audio', and 'Images'. Below the search bar, a horizontal bar contains radio buttons for 'Web', 'Snippet', 'Paragraph', 'Keywords', and 'Downloads'. The 'Web' option is selected. To the right of this bar, it says 'Results 1 - 10 of about 28 . (97.93 seconds)'. The first search result is for 'Jordan - Wikipedia, the free encyclopedia'. Below the title is a snippet of text: 'http://en.wikipedia.org/wiki/Hashemite_Kingdom_of_Jordan - Similar pages - Cached Al-Mamlakah al-Urdunniyyah al-Hāšimiyyah Hashemite Kingdom of Jordan ... 1.1 Formation and Transjordan; 1.2 Hashemite Kingdom of Jordan; 1.3 Refugees and ...'. A red arrow points to the 'Similar pages' link. A blue arrow points to a scroll-down arrow icon. A yellow arrow points to the 'Downloads' radio button. A black box with a blue border contains the text: 'Four Types of Page Results Summary: Snippet, Paragraph, Keywords and Downloads (with scroll down option to show comprehensive info without leaving the page)'. Another black box with a white border contains the text: 'Important : This is the results page (with its own ranking) from our Java web based version of G.A.S.E.T - G™ project'. The date '9/4/2012' is in the bottom left, and the number '54' and a copyright symbol are in the bottom right.

Search Results Toolbar

Web Snippet Paragraph Keywords Downloads Results 1 - 10 of about 28 . (97.93 seconds)

Jordan - Wikipedia, the free encyclopedia
http://en.wikipedia.org/wiki/Hashemite_Kingdom_of_Jordan - Similar pages - Cached
Al-Mamlakah al-Urdunniyyah al-Hāšimiyyah Hashemite Kingdom of Jordan ...
1.1 Formation and Transjordan; 1.2 Hashemite Kingdom of Jordan; 1.3 Refugees and ...

Similar pages access

http://en.wikipedia.org/wiki/Jordan - Similar pages - Cached
Hyperlinked encyclopedia article covers the country's history, government and

Four Types of Page Results Summary:
Snippet, Paragraph, Keywords and Downloads (with scroll down option to show comprehensive info without leaving the page)

Important : This is the results page (with its own ranking) from our Java web based version of G.A.S.E.T - G™ project

Enhancements of Standard Search Engines (Google™) **Search Results Page** - D

We have succeeded in improving the Google™ **“Search within results”** task which was initially done by adding extra query terms chosen by the user to the original search query ? !, (with Google™ limitation of maximum 10 query words) , our approach is by using our **pre-analyzed web pages** and its **concept barrels** as a comparison base for the new search (similar to the Power Search & Similar pages functions) , we recognize that **“Search within results”** imply that the user think that this page is an excellent candidate (based on the results page info) for new **extensive search** (Something Google™ was not successful in achieving).



G.A.S.E.T

Our Current Work ... and The Future

"A Comparison Analysis"

The Search Engines Dilemma – 1

(Major search engines advice for better search !! , and our solutions .)

Standard search engines will ask you to consider applying the following techniques to receive better results !!! * :

- Careful **search term choice** is very important. (**NLP/G**)
- Alternative spellings & Capitalisation. (**KEB**)
- Use of **synonyms and plurals**. (**KEB**)
- Broader and narrower terms. (**KEB**)
- Plan a search strategy. (**AI Powered**)
- Use simple narrowing parameters " phrase " . (**NLP/G**)
- Complex Boolean searches like OR, NOT, " " . (**Auto**)
- Refine your search / Be more precise. (**AI Powered**)

* **Automated / semi – supervised with G.A.S.E.T™**

G.A.S.E.T Semantically / Contextually "Motivated" technologies (aided with inclusive lingo support) , should take care of such problems through (Full) utilizations of its advance Techniques such as QA , Power ... Etc.

The classical (keyword based) search engines pitfalls and our AI powered solutions.

The Search Engines Dilemma – 2

(More advices ?! ... Talking about saving the web surfer time !!)

Standard search engines will also ask you to consider !!! :

- Be specific , Don't use "car" if you can use "Toyota" (**NLP/G**) *
- Search engines have a hard time differentiating between differences in meaning, i.e., hard exam, hard cider, hard times. (**Dynamic KEB**) *
- It can't think for you — if you put in "heart attack", it won't show pages with "cardiac arrest" . (**NLP/G**) – **AI Powered KEB** * .
- Look at results and reformat search using things like searching within results and adding new keywords. (**User behavior observation UBO**) *
- Analytically choose which sites to look at in result list (**Results / UBO**) *
- Consider things like the authority of the author, the currency of the information, and the reason for creating the website (implications for bias) (**AI Powered Dynamic KEB**) *
- Do not look through pages and pages of results. If the first three pages are not promising refine the search . !!

* Solved @ GASET

With (G.A.S.E.T) you don't have to settle with simple - doubtful results or to be some sort of a Search Engines expert.

We will be there for you !



The Search Engines Dilemma - 3

(You want Google™ ? take Google™ ... You want AOL™ ... take Google™ !!)



LEGEND

SUPPLIES → RECEIVES PRIMARY SEARCH RESULTS
 SUPPLIES → RECEIVES SECONDARY SEARCH RESULTS
 SUPPLIES → RECEIVES DIRECTORY RESULTS
 SUPPLIES → RECEIVES PAID RESULTS

Similar web repositories – parsing techniques will eventually leads to :

- Very similar results
- Similar standard tools
- No flexibility
- Limited customization
- Lack of multi-tasking
- ... etc

We will specially tag our multifaceted Web repository to match to our AI - NLP/ based technologies, enabling it to fully unleash its dynamic / interactive features.

G.A.S.E.T ... The Near Future (1)

- In the near future, we will fully implement our “AI powered” pioneering technology, to autonomously engage web surfers (through specially modified and intelligent interface / dialogue system) to help him/her minimizing the possibilities of incorrect results, such techniques will depend heavily on our current base of NLP/G (Natural Language Processing / Generating) database / Know-How and knowledge extracting - enhancing systems, it will be linguistically and logically motivated, taking less time and efforts than the current results analyzing methods done by a typical search engines users.
- It will also be a smart suggestion Tool which is superior to the current method used by ordinary search engines (Ex: Google™ “did you mean ...?” or the “Refine Results for ...” which is shown on the Google™ results page).
- since our system look at the web resources as a whole unit through its unique advanced analyzing / interconnectivity processing technology, it will be able to locate interesting material which meet the web surfer criterion disregard of its spot on the web page, and interact with him/her in an intelligent and friendly manner.

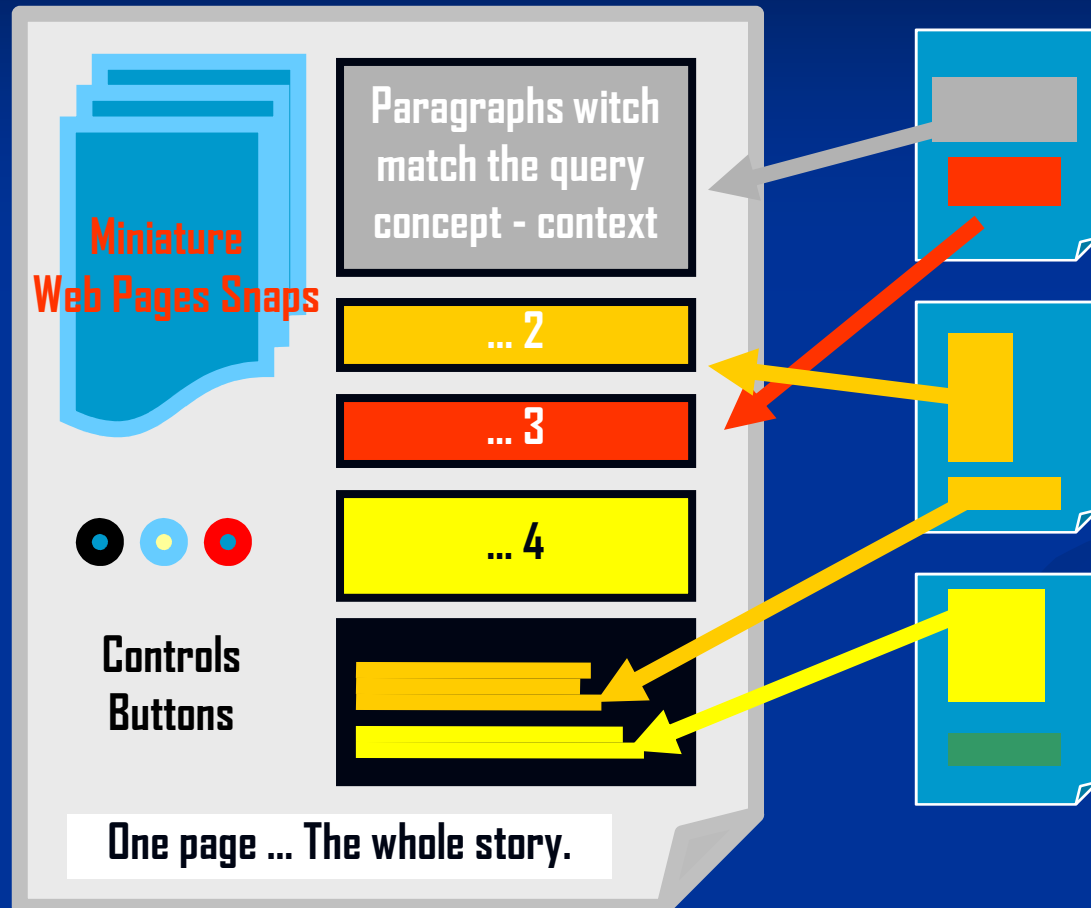


G.A.S.E.T ... The Near Future (2)

- We will use the web pages components to build new dynamic results pages which meet the web surfer customized query (similar in idea to the current results page of standard search engines with more comprehensive info and vibrant tools).
- This will revolutionized the way people look at and use the web by staying at the same " customizable " search results page (saving them time and efforts), it will also use its linguistic , conceptual processing capabilities and interactive technology to customize such results page to meet the web surfer searching techniques such as (location , freshness ... etc)..
- We have the knowledge base to achieve such results, all what we presently need suitable facilities / hardware resources (which will help us to test, modify and fully implement our current technologies to its maximum potentials).



G.A.S.E.T ... The Near Future (3)



The C.D.C.S.R.I. initiative:
Building **one** results Page
from **different** Web pages.

Main Features :

- Auto customizable.
- Re - sizable results .
- Multiple html formats.
- Users preferences.
- Compatible functions.
- Ease of use .
- User Re - ranking.
- Topic enhancement.

G.A.S.E.T-G (**C.D.C.S.R.I.**) : Comprehensive, Customizable and Dynamic Search Results Interface.

G.A.S.E.T ... The Near Future (4)

Our G.A.S.E.T AGENT will be able to use its dynamic concept barrels NLP/G Engine to be used as a base for an answer analyzer / creator mechanism .

The agent will be intelligent enough to interact with the user in a friendly manner providing him / her with an enlightening advise from with a personal touch. It will be " literally " the web surfer ..

e - Friend



User Query : XYZ

G.A.S.E.T AGENT: Which ... , When ... , Where ...Etc ?

User : Choosing the When and the Where .

G.A.S.E.T AGENT: Concept # 1 , Concept # 2 ... ETC ?

User : Choosing Concept # 1

G.A.S.E.T AGENT: More narrowing factors / questions .

User : Enhancing or limiting the search span | target .

G.A.S.E.T AGENT: Answer Format , Type and Content ?

User : Continue dialogue / execute search - get results.

Interacting with the **G.A.S.E.T AGENT** by pressing buttons from dynamic list (no words typing)

Thank you for your time

We appreciate your queries and comments. For more details and updated Technical Prospects, Financial Docs and Futuristic Potentials, please check our project dedicated website :

www.gaset-gbset.com

or contact , Mr. Wiam Gharbeyah at

weam@gaset-gbset.com