G.A.S.E.T "TM"

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, bending 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

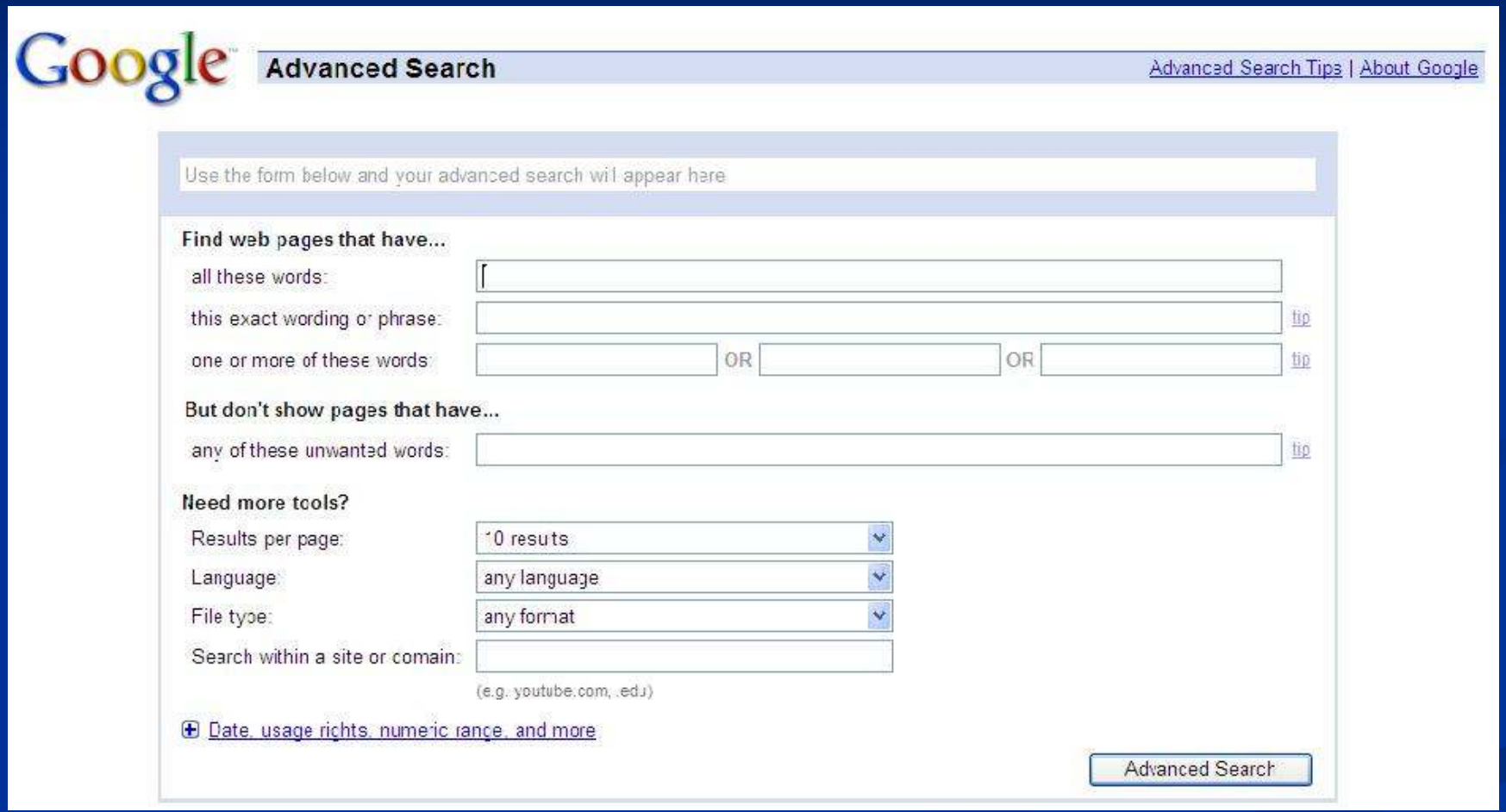
(Keyword VS. Conceptual – Interactive Web Search)

From : Google™

To ...

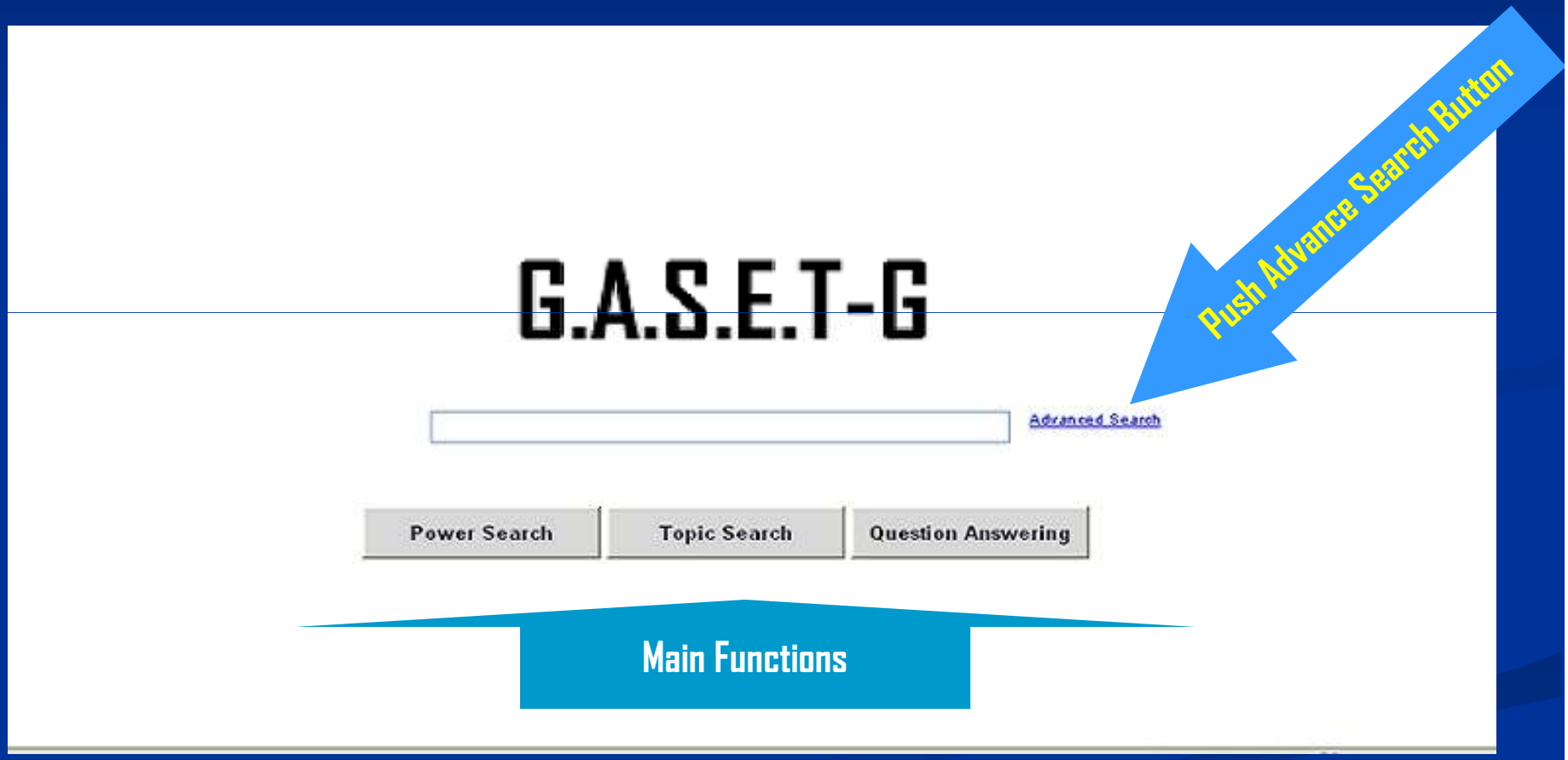
G.A.S.E.T-G™

Google™ " Advanced Search " Main Features

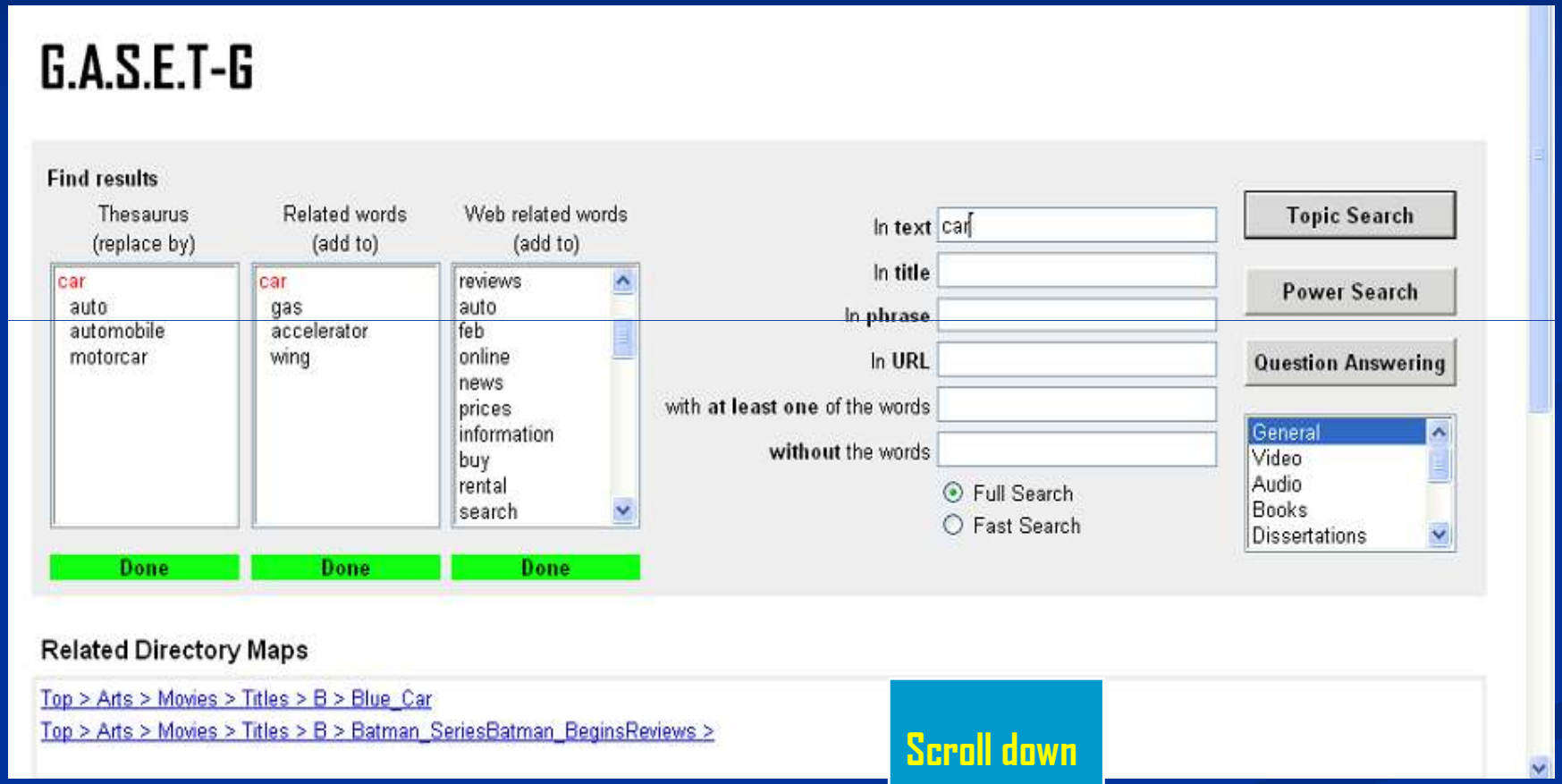


To:

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



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

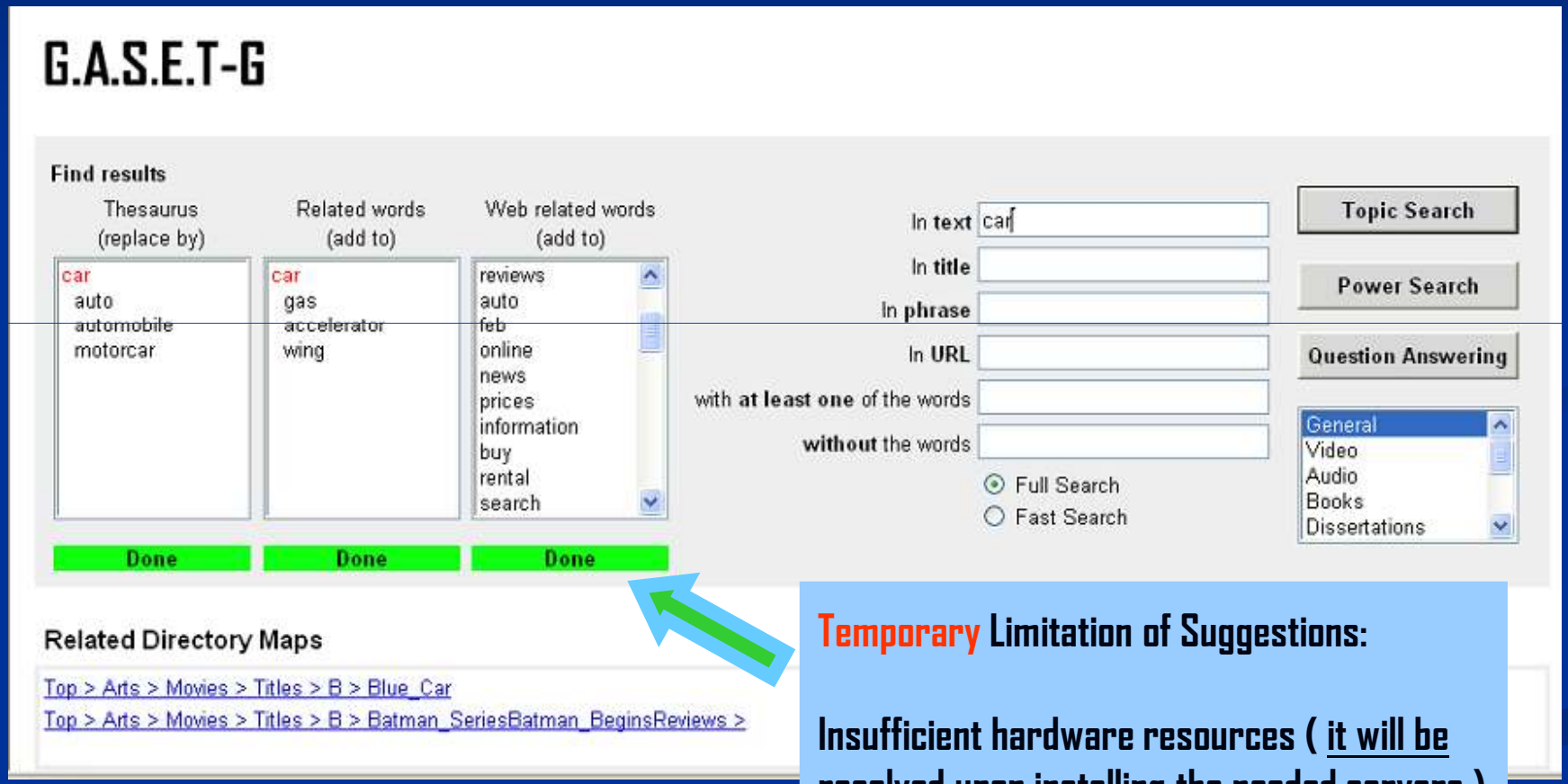


G.A.S.E.T - G " Advanced Search " Interface / Main Features

- Continue -

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

(User "Optional" Query Enhancements) - 1



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

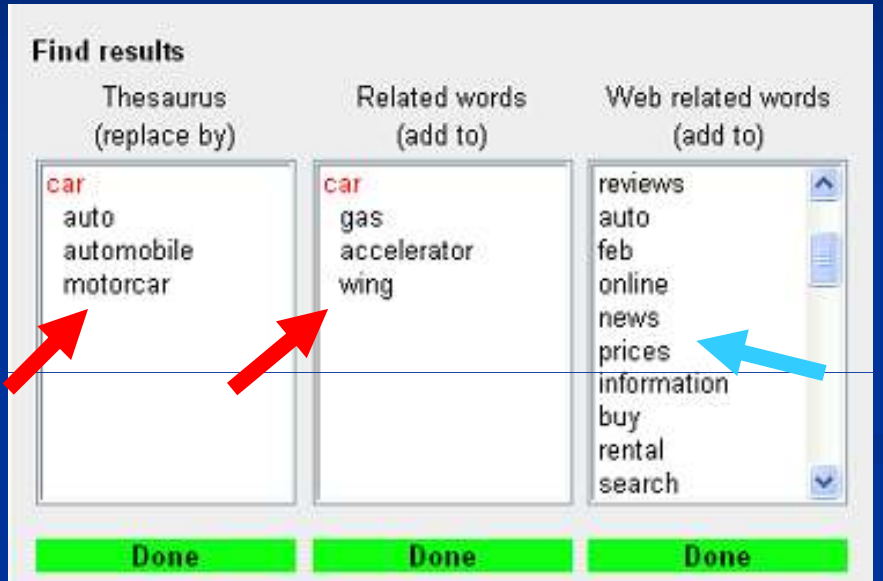
(User "Optional" Query Enhancements) - 2

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**

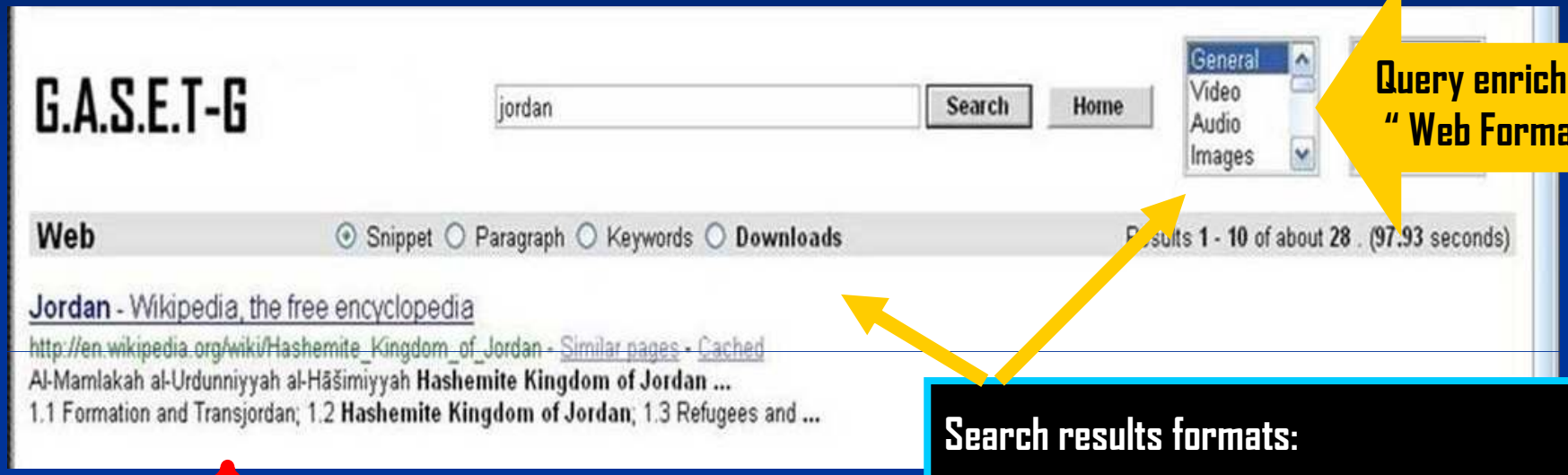


(Temporary "Inadequate" Server !)

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

(for comparison – testing purposes only)

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



Query enrichment " Web Formats "

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)

Search results formats:

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

Scroll down

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

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

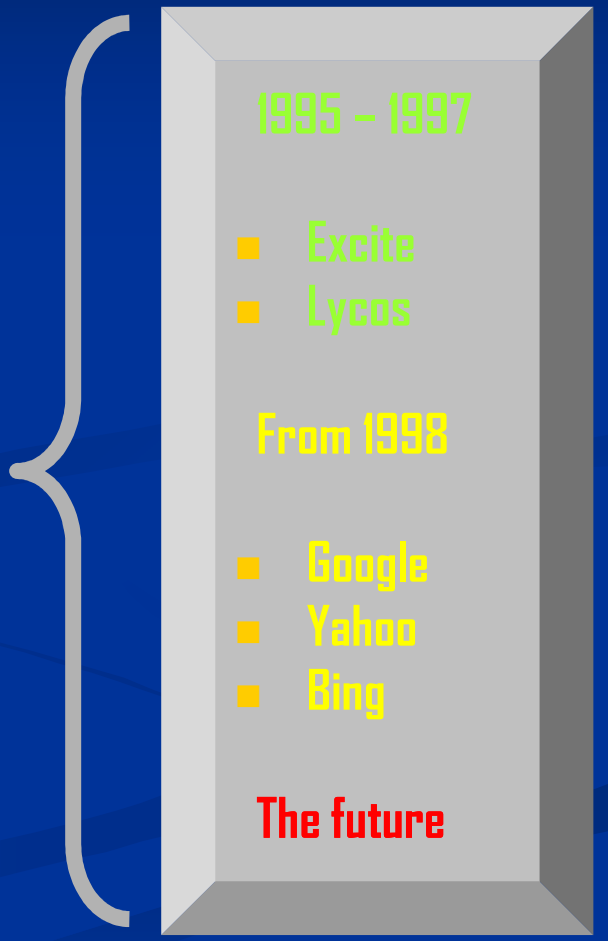
*Temporary (for testing purposes only)

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



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

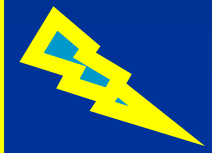
Specialized Search Engines

- 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 *

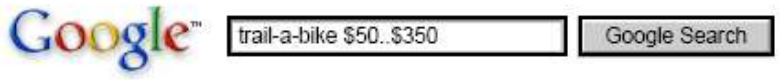
* Similar functions already implemented in our functional **G.B.S.E.T B2B** search project.

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

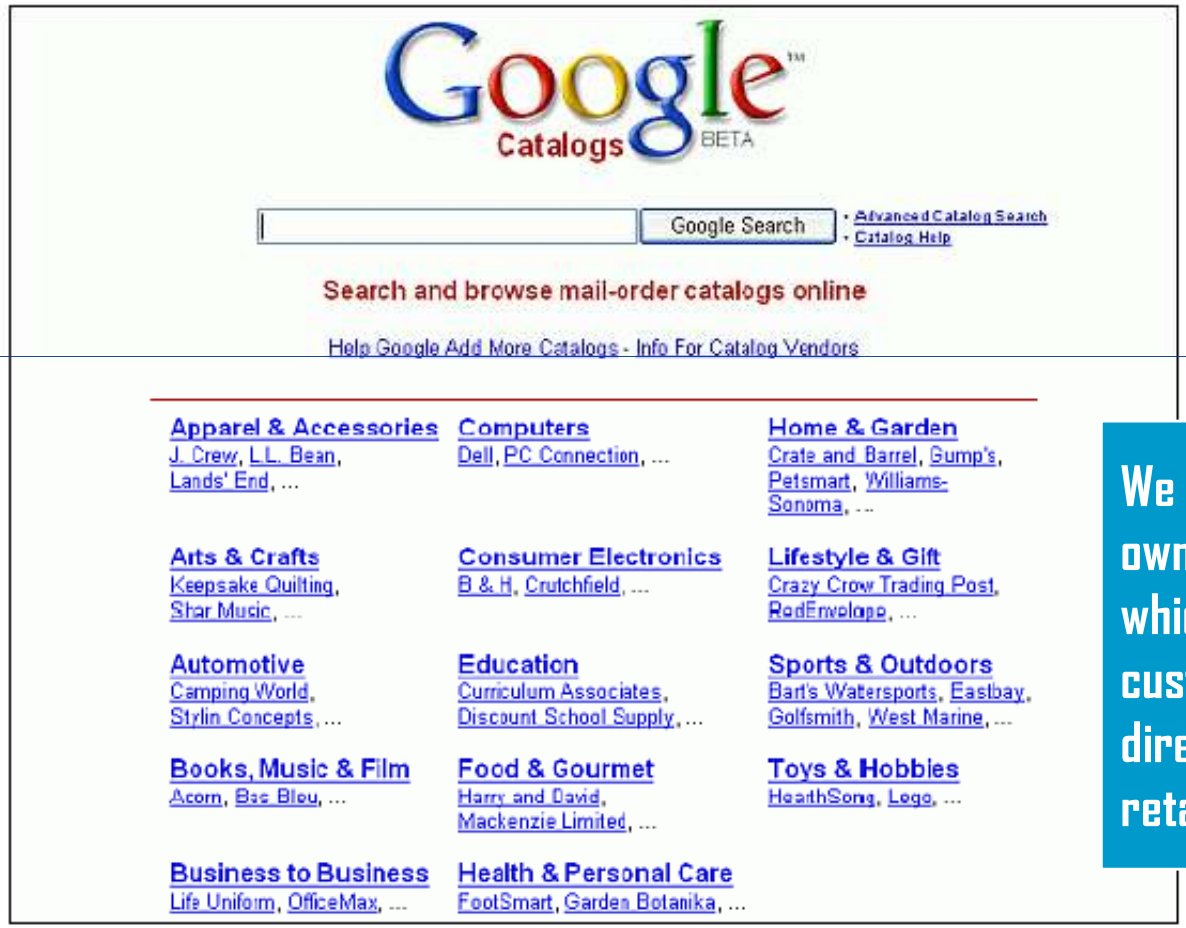
Specify that results contain numbers in a range by specifying two numbers, separated by two periods, with no spaces.



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 it 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]

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

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 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]

G.A.S.E.T-G™ (NLP).

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

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 *all* 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.

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.staggernation.com/cgi-bin/gaps.cgi.

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.

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._

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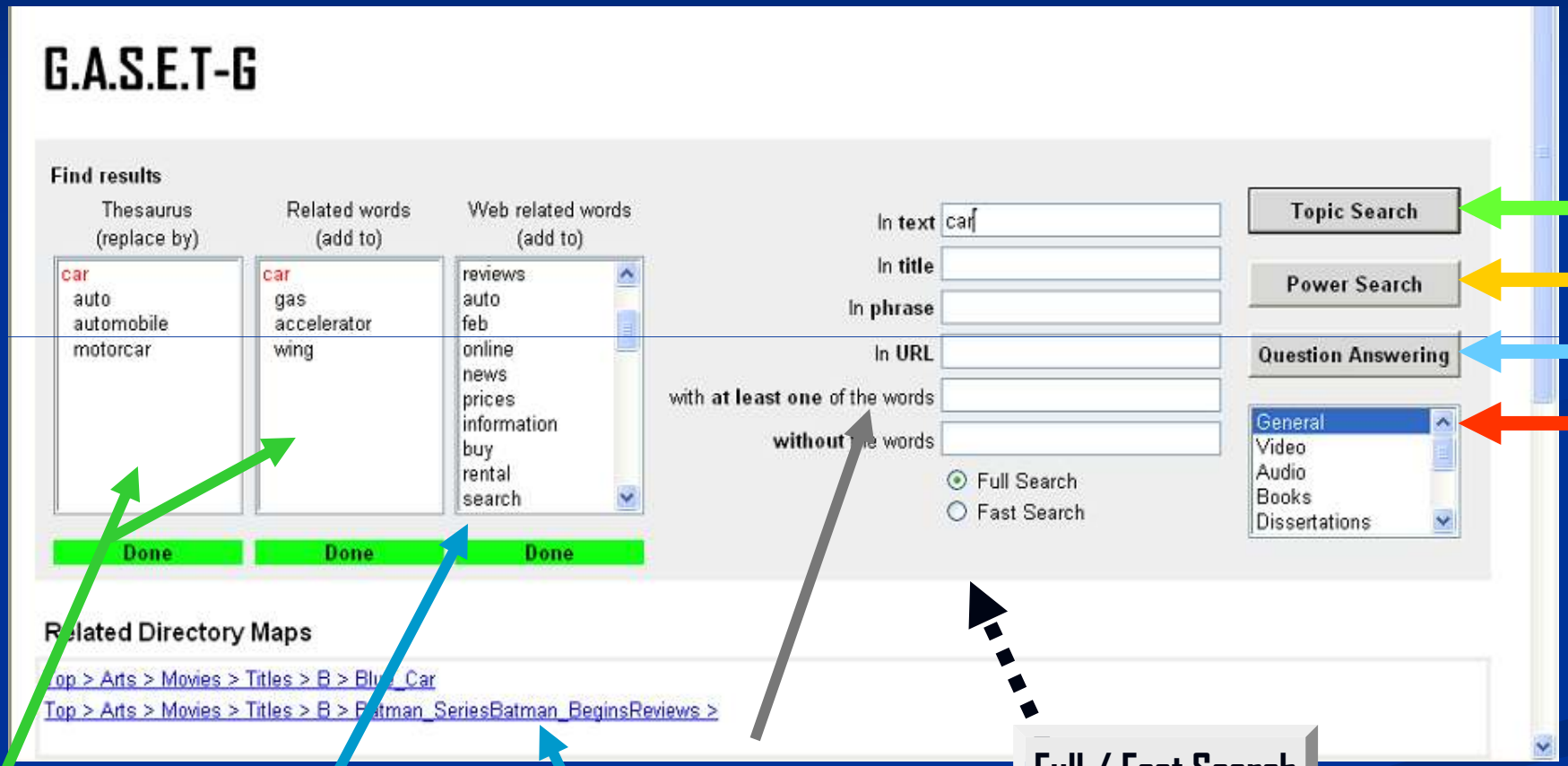
The Problem ... and the Solution !

Topic, Power, QA and Multimedia Search – 1

Main Interface Diagram (A)



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)

Topic, Power, QA and Multimedia Search - 3

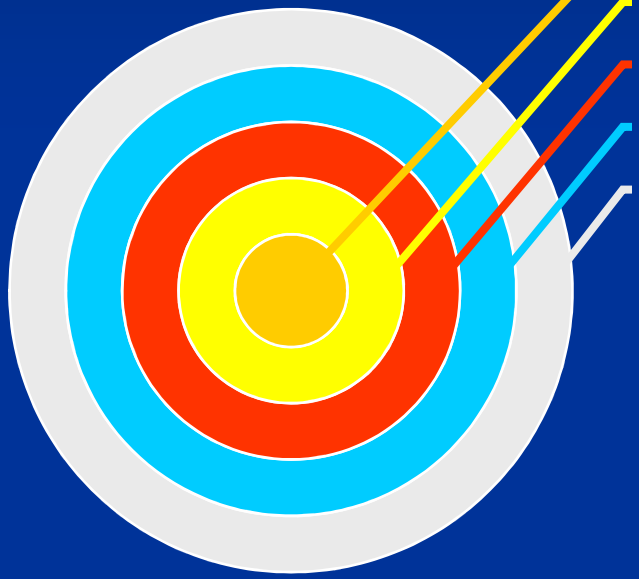
Topic Search :

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



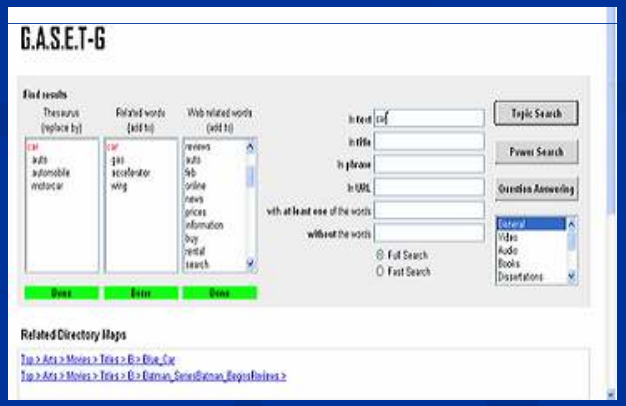
Topic structure (title, body, links … etc)

Topic internal collections of concepts

Parsing and clustering functions

knowledge structure enhancement

Meeting the user query soul



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

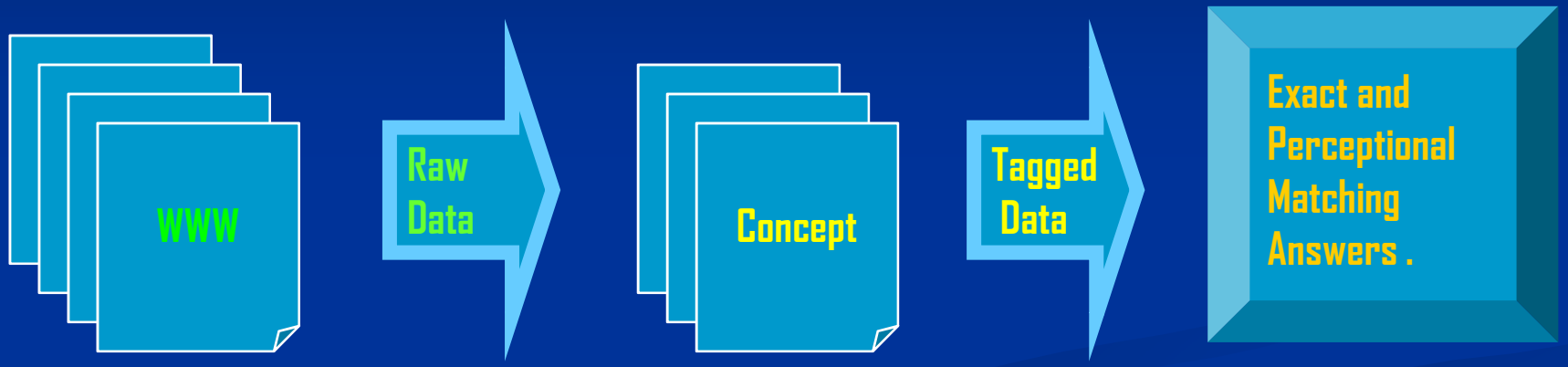
QA (Question Answering):

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

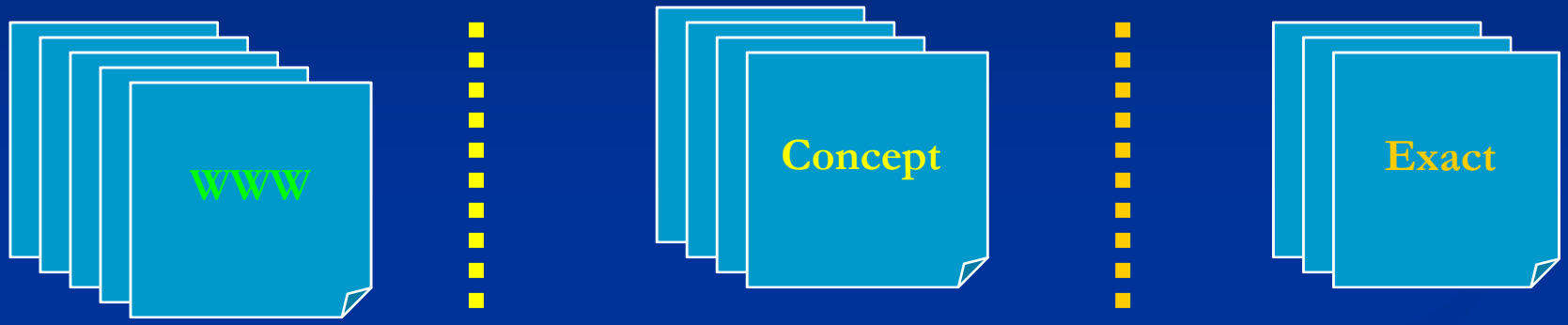
- **Multimedia Search :**

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).

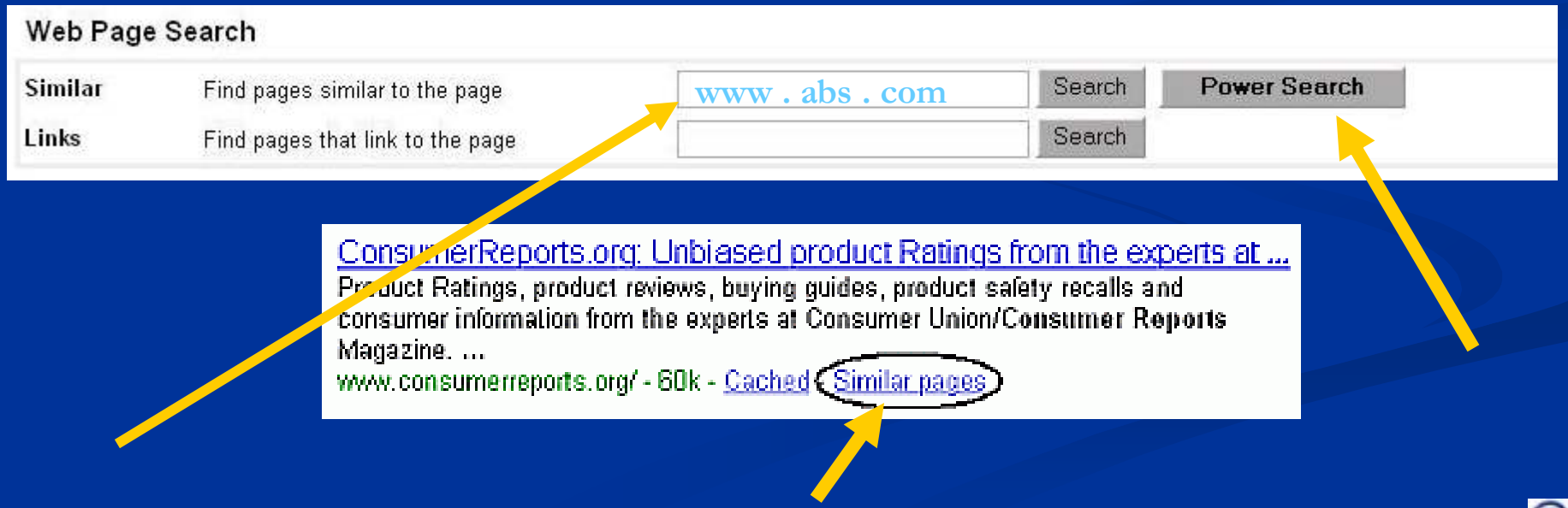
Main Interface Diagram (Part 2 – A) : Current Specialized Tools.

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

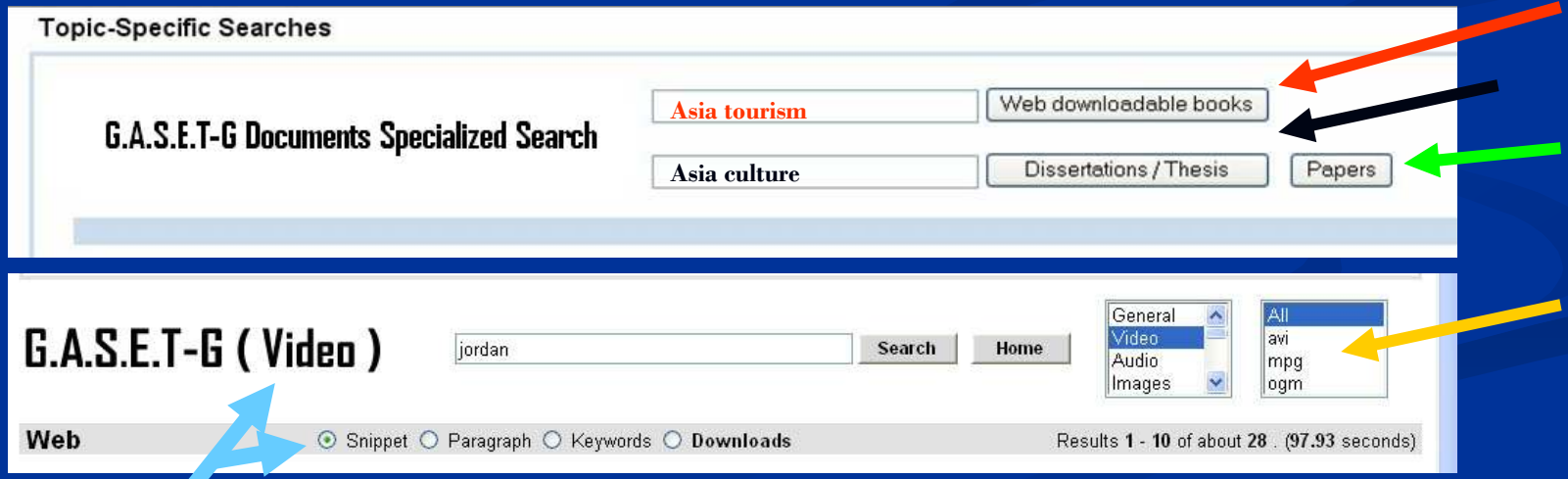
Radical improvements to the **"Similar Page"** Function which uses the **"Multiple Concepts"** tool to search for pages which harmonize with the targeted one taking in consideration the page structure and linguistic scope . Advance filtering system will guarantee the best conceptual matching of resulted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



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

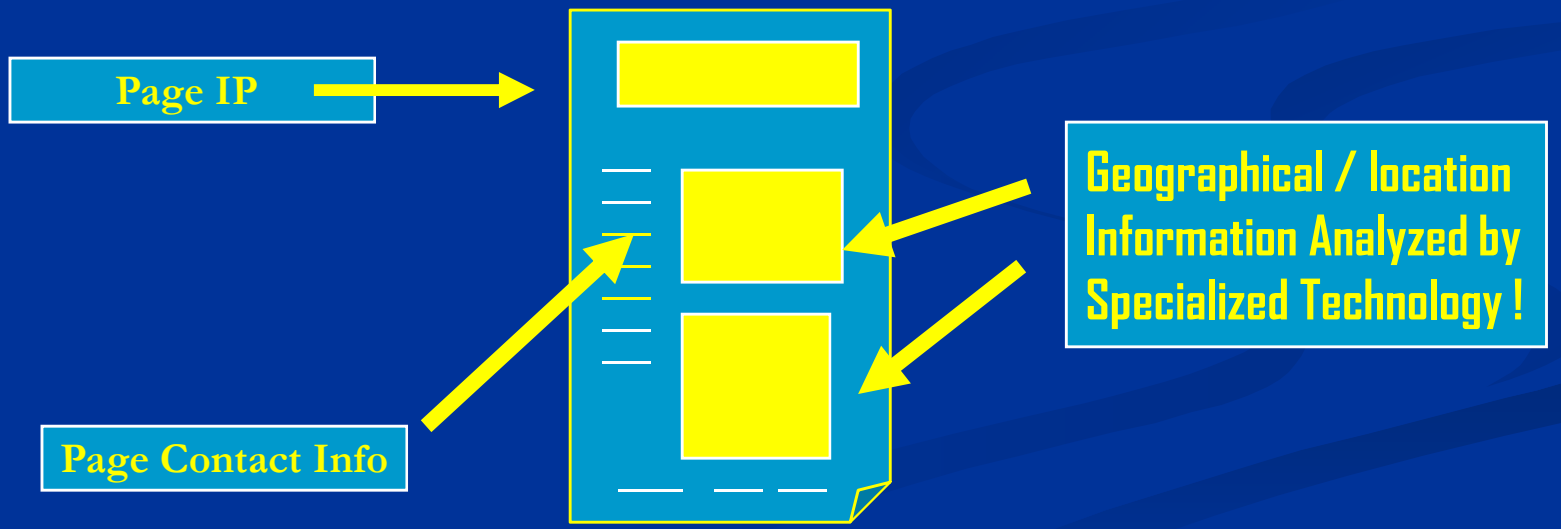
- We added an improvement to Google's "Book Search" which search The web for downloadable web books (confirmed 200,000 +) , we also added the " Dissertations / Thesis or Papers" function as an upgrade to the " Google™ Scholar " which helps the user identify the matching paper structure (Title , Introduction 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 .



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.



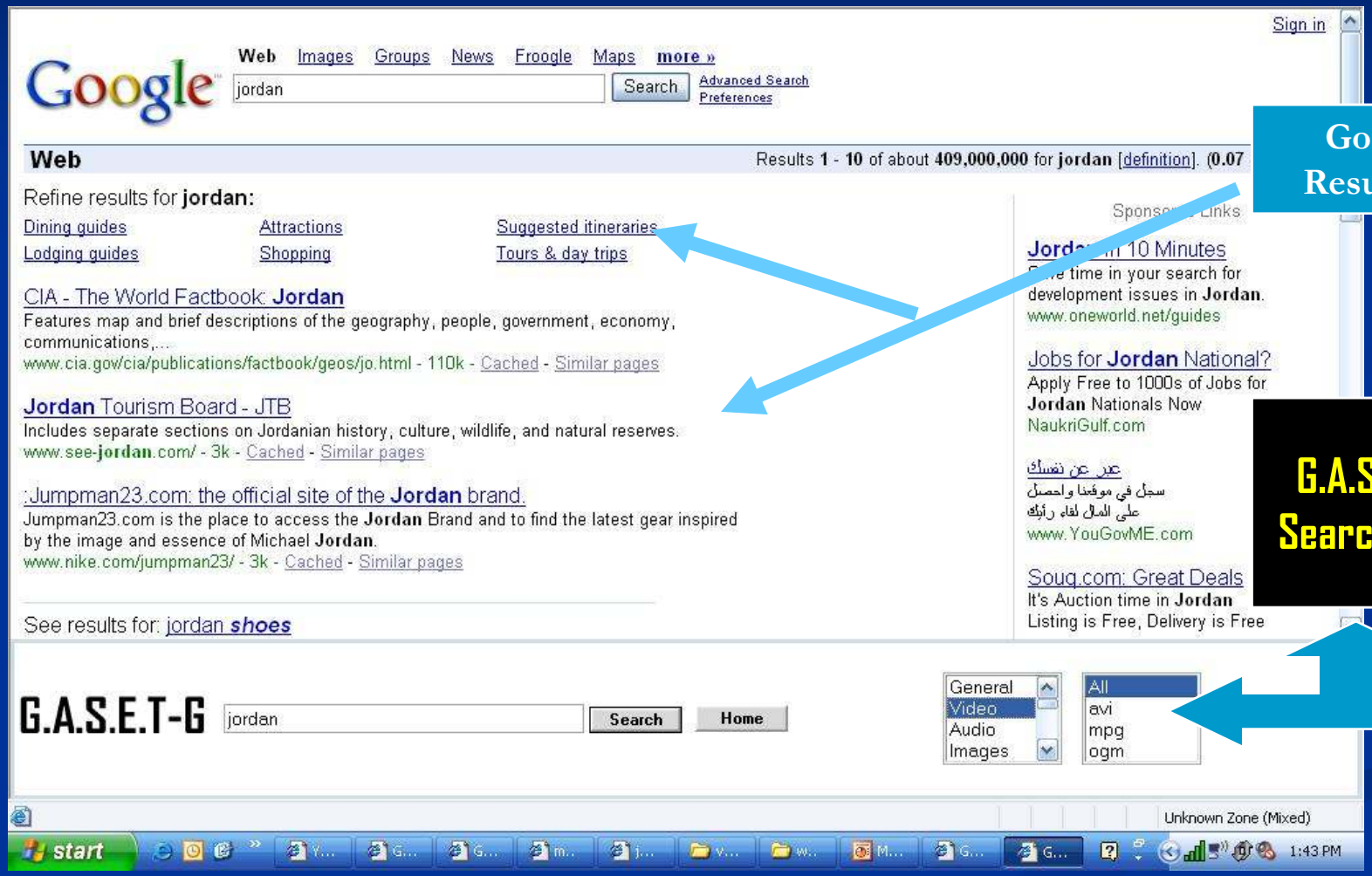
Enhancements of Standard Search Engines (Google™) Search Results Page - A

- 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 :

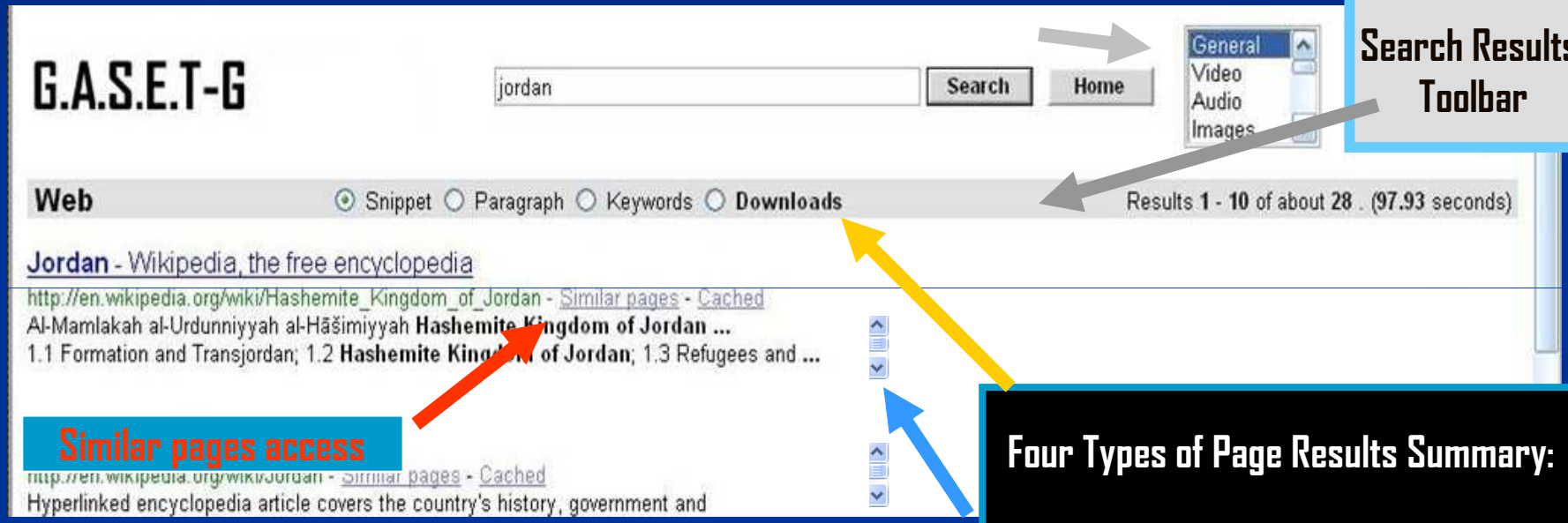
1. Related page Keywords list (web page most important related words).
2. Complete related Paragraphs (web page paragraph/s matching the query concept).
3. Downloads (list the web page downloadable parts / used with multimedia specialized search).

- 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



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



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 - doubtable 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.

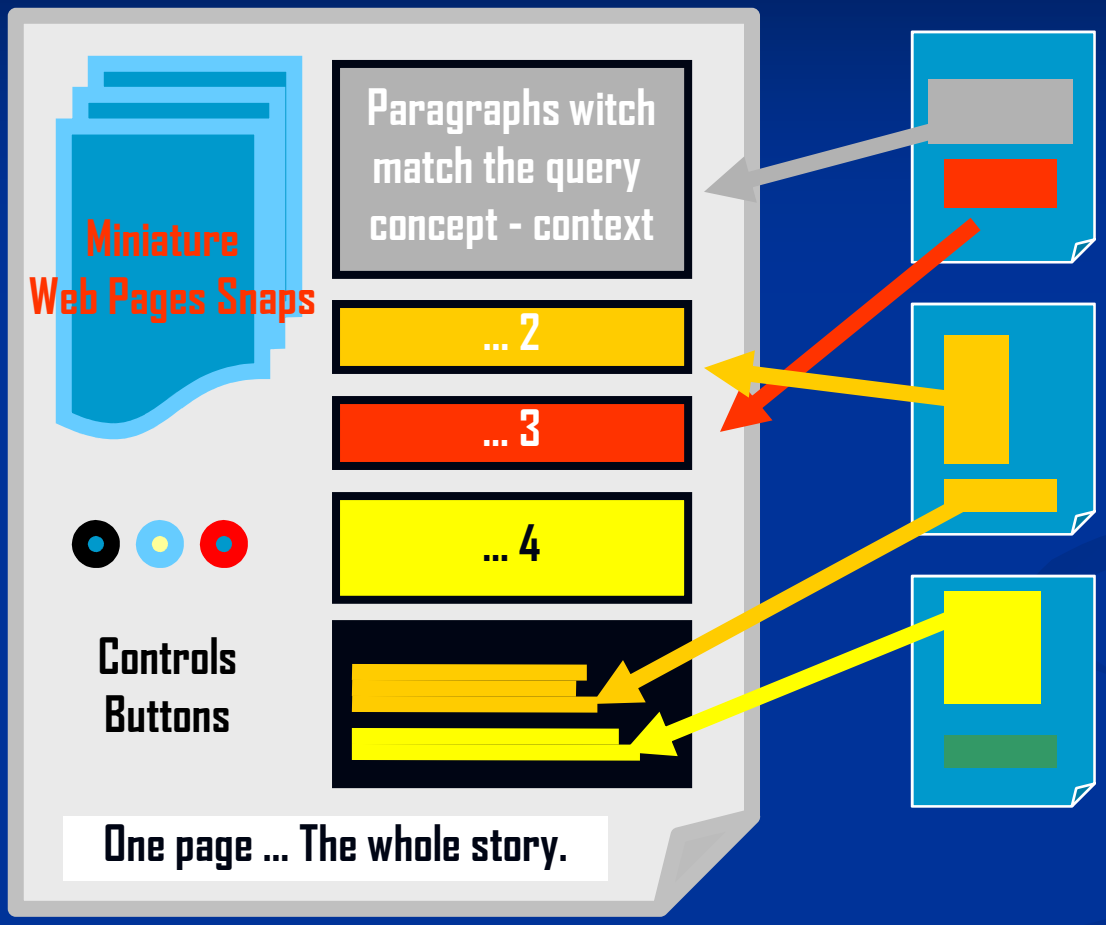
G.A.S.E.T … The Near Future (1)

- 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.

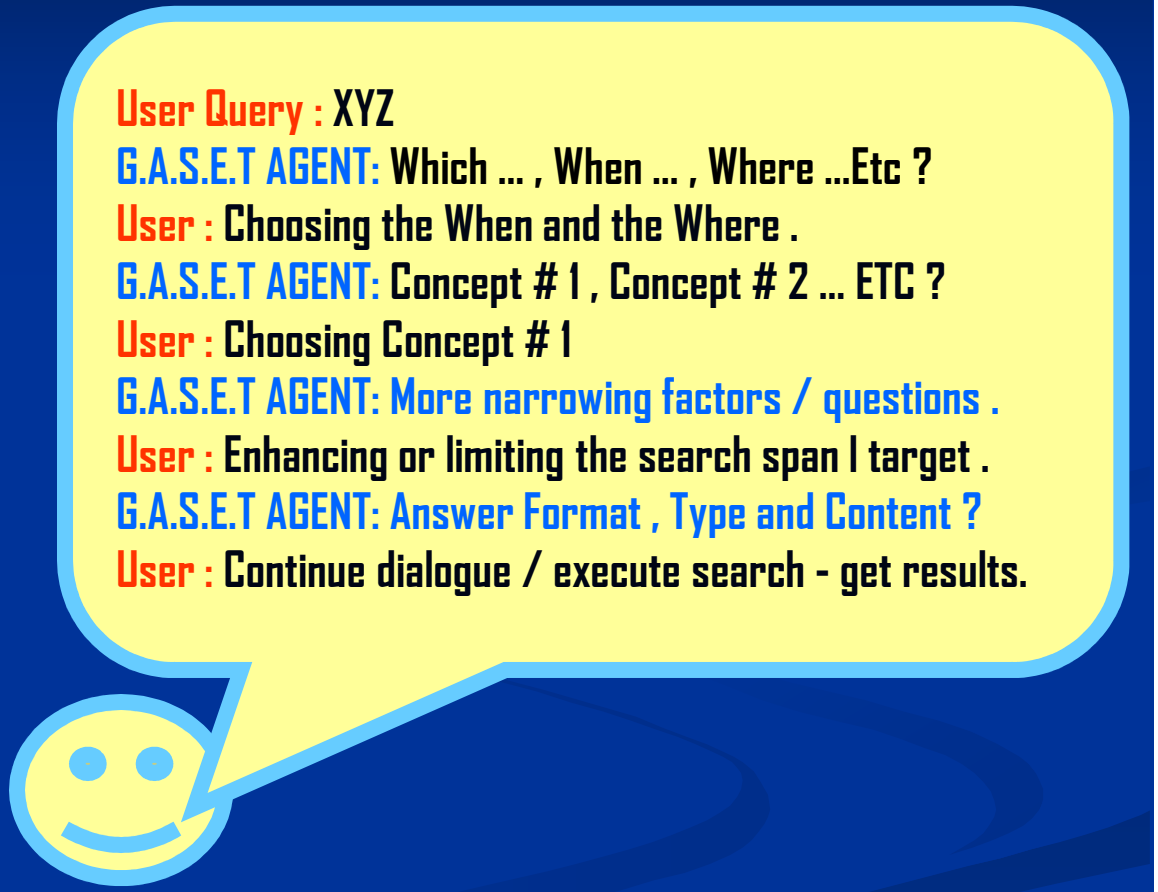
G.A.S.E.T-G (C.D.C.S.R.I.) : Comprehensive, Customizable and Dynamic Search Results Interface.

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



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