

## Plain Language Analysis (PLA)

**PLA is a new revolutionary analysis tool to help users create clear, concise, unambiguous documents using the Plain Language technique.**

PLA is a process and method instantiated with Internet technologies to analyze documents. It is not unlike an Internet search engine, however instead of returning web pages PLA returns lines of text from a document under analysis. It begins with uploading a document, subjecting the data to an engine, and directing the engine to process the data based on user defined rules similar to Internet search engine queries. The user fills in search criteria, checks some boxes, and provides unique text descriptions related to a rule. Our products share a common characteristic; the potential need for someone to process documents based on their rules.

PLA allows a user to analyze manuals, proposals, legislation, constitutions, studies, and any other document you can imagine and first make it clear, concise, and unambiguous using the Plain Language technique and second analyze it for major themes. PLA is for every writer, editor, legislator, policy maker, manager, staff, professor, teacher, student, and engaged citizen.



PLA uses Internet Technologies but they are on your computer. Imagine the technologies that power the Internet, on your computer. Imagine no more.

✓ Plan Language rules include Plain Language Guidelines for documents & legislation, problem solving approaches suggested by document, Word Themes, Reading Level, etc.

✓ Legislation & Constitution rules include Text Clarity, Legislative Elements, Committees, Roles, Special Interests, Representatives, Government Type, Inalienable Rights, Separation of Powers, Roles, Representatives, Current Challenges, etc.

✓ Too much information, no problem, enable and disable the reports as you need to accomplish your work, analysis, and study.

✓ In the end metrics are gathered so that you can make quantitative comparisons.

Our powerful mining techniques are based on predefined and user rules that can be saved as templates to support any future analysis. You can save your results and distribute them to others for review and comparison.

The beauty of PLA is its ability for you to define your own rules. It comes preloaded with a set of rules that allow you to immediately start your work while at the same time providing you with real world examples to help you synthesize your special rules for your world. Imagine quantitative data being consistently presented from our most important documents today, from our history, for our future.

## **Welcome to Cassbeth**

**We are a technology company offering software and system engineering products originating from our Internet E-Commerce experiments that started in 1997 and over 25 years experience in Aerospace and Education.**

An experiment was started in 1997. The experiment was to study the Internet technologies and postulate e-commerce alternatives while transferring knowledge and technology to System Engineering principles. A great deal was learned and presented to whoever was interested. Now this knowledge is being embedded into new products.

What might seem like a strange combination, actually is the source of inspiration for potentially an unlimited collection of solutions to System and Software Engineering efforts for commercial and government organizations.

We are very familiar with computers that use Windows. We recently were introduced to the Internet and are now fluent with computers that use web servers and browsers. What if the technology that allows you to surf the planet were placed on your local machine and merged with your browser. What could you do with such a world? Welcome to CassBeths' technology products. That is exactly what we have done. Our products use the miracle of web server technology, not half way across the planet, but on your computer coupled with your browser to give you productivity solutions previously not practical.

### **Why CassBeth**

The Internet and today's world yielded three profound changes. The first is Internet based technologies that allow automation of vast amounts of previously manually intensive tasks. Some of these automation solutions start to approach traditional cognitive processes. The second is distribution, via the Internet. This distribution is now proven and legendary. The third is a major cultural phenomenon where today's population is the most educated and capable in human history. This cultural phenomenon is still not recognized by many but is a fact as evidenced by high technology global competition.

Many of the Internet based technical solutions have limited markets that large or small businesses will not develop. In the past large or small business would develop these solutions in house. Fortunately for CassBeth, these projects rarely saw the light of day as main stream business was addressed. However there are people with massive capabilities who are willing to pursue these markets, and once filled, allow government, business, and other organizations to reap massive benefits. Merge the displacement technical solutions from the Internet core with today's highly educated population along with the Internet distribution mechanisms and you have CassBeth.