

Boost
Your
Productivity
With
your
own
AI-
Assistant
for
editors

EPICWEB OPTIMIZEZELY AI- ASSISTANT

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Image Generation & Transformation with Gemini 2.5 Flash (aka “Nano Banana”)

CMS

For Editors

Optimizely

ChatGPT

AIAssistant

Gemini

Gemini 2.5 Flash Image, nicknamed Nano Banana, is Google DeepMind’s newest image generation & editing model. It blends text-to-image, multi-image fusion, character consistency, accurate text rendering, and region-targeted edits into one fast, affordable workflow. In this post I explain how Nano Banana works, why it’s the best option right now for editors and marketers, and how we wire it into Optimizely CMS via the Epicweb AI-Assistant.

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What exactly is “Nano Banana”?

“Nano Banana” is the friendly name for **Gemini 2.5 Flash Image**, Google’s state-of-the-art model for:

- **High-quality text-to-image** (concepts, scenes, products, mockups).
- **Targeted transformations** of existing photos using natural language (no manual masks required for most tasks).
- **Multi-image blending** (combine 2–3 inputs to borrow styles, layouts, or objects).
- **Character & style consistency** across a sequence of images.

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signage), a long-standing pain point in other models.

- **Enterprise access** via Gemini API and Vertex AI, including safety features and watermarking.

See It in Action

Whether you're building a multilingual website, crafting product pages, or creating visual stories — the AI Assistant helps you get there faster, with better quality and less effort.

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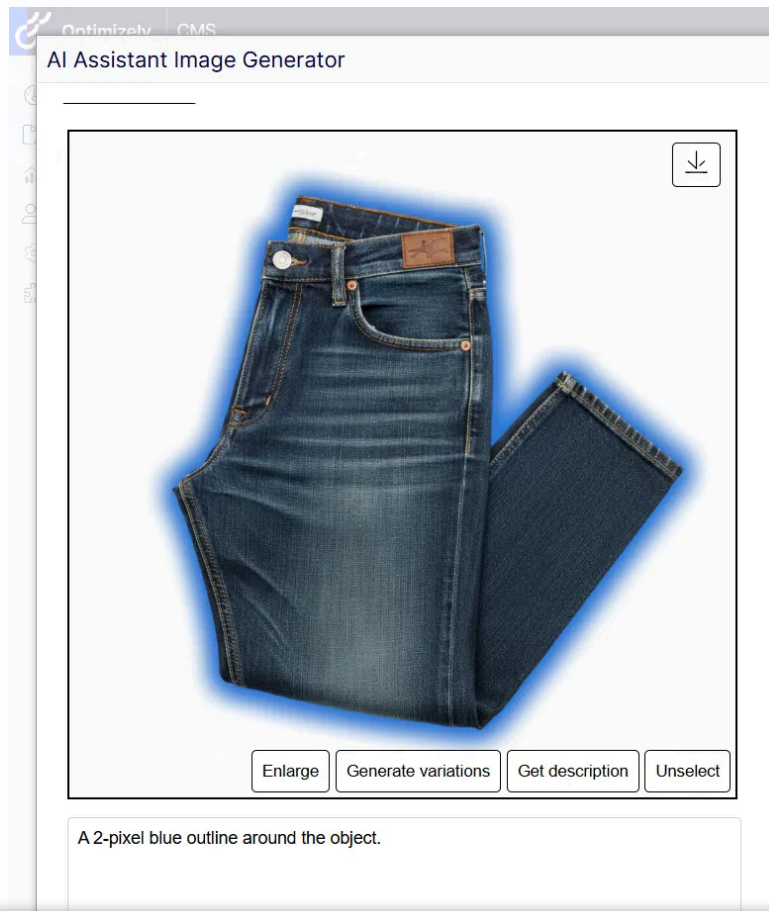
much to edit.

1. **Understand:** It analyzes the input(s)—your prompt + one or more images—building a scene graph: subjects, materials, lighting, perspective, and any written text.
2. **Locate:** From that understanding, it infers the regions that should change (e.g., “replace the sky with sunset clouds,” “put our logo on the mug,” “turn this into a toy-box figurine”). You don’t usually paint masks.
3. **Transform:** It synthesizes *just* the needed pixels and harmonizes them with the untouched areas: matching lighting, shadows, and grain so

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watermark is embedded. You get a ready-to-ship PNG.

In short: **describe** → **locate** → **replace** → **blend**. Compared to “regenerate the whole frame,” this approach preserves details you like and saves time.



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What makes it best-in-class today

- **Speed + price/performance:**
“Flash” tier models deliver quick turnarounds suitable for editorial workflows.
- **Reliable localized edits:**
Natural-language, region-aware changes without fussy masks.
- **Multi-image fusion:** Borrow a product silhouette from shot A, a surface texture from B, and a background from C.
- **Consistent characters/props:**
Keep the same model, outfit, or mascot across a campaign.
- **Text that actually looks like text:** Posters, UI comps, and

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- **Built-in responsibility:** Invisible SynthID watermarking + app-level visible markers; enterprise guardrails via Vertex AI.
 - **Ecosystem reach:** Works in Gemini apps, Google AI Studio, and enterprise stacks (and already popping up in creative tools).
-

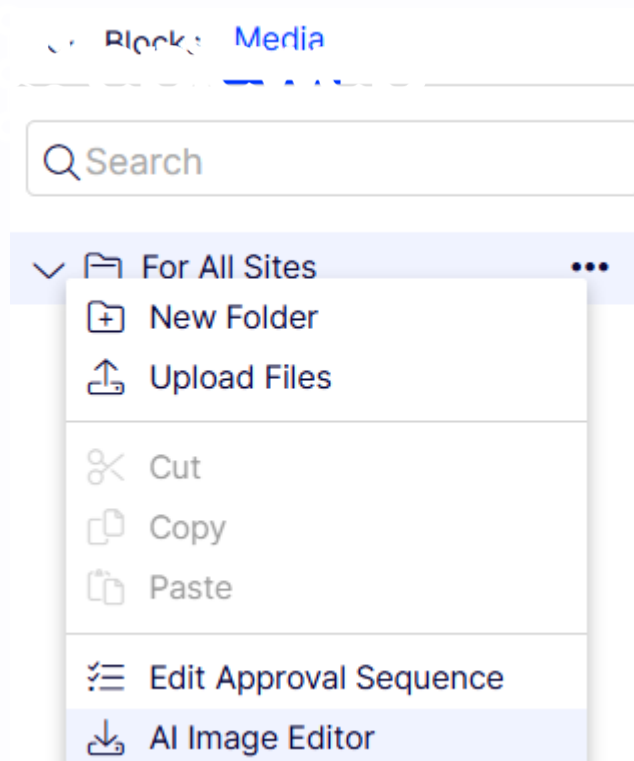
Hands-on: Nano Banana inside Optimizely CMS

This functionality is enabled through the **Epicweb AI-Assistant for Optimizely**, ensuring that editors remain within the CMS.

Typical editor flow

1. **Open any media** from the **Assets** pane → choose **AI**

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2. **Pick a task:** *Generate new, Transform existing, Blend images, Clean background, Replace text.*

3. **Describe the change** in plain language: e.g., “Swap the backdrop to a foggy Paris dawn. Keep the product color unchanged.”

4. **Review variations → Save as**

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5. **Insert into blocks/pages.** The assistant can also generate captions, summaries and schema markup.

Installation Guide

To enable the AI Assistant in your solution, follow these quick steps. Installation should be done by a developer with access to the source code.

1. Install via NuGet

Add the package using Optimizely's NuGet feed:



[Epicweb.Optimizely.AIAssistant](#)
[NuGet Package](#)

```
dotnet add package  
Epicweb.Optimizely.AIAssistant
```

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```
services.AddAIAssistant();
```

3. Annotate your properties

To enable AI functionality for specific properties, use the `[UIHint]` attribute:

```
[UIHint(AIHint.Textarea)]  
public virtual string MainBody  
{ get; set; }
```

For more advanced setups, check out the full [installation guide on GitHub](#).

Gemini + Nano-banana Configuration

Once installed, enable Google Gemini and nano-banana support by adding this to your `appsettings.json`:

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```
    "AccountName":  
    "YourAccount" //from Epicweb  
or remove for localhost  
testing  
    "ImageModel": "gemini-2.5-  
flash-image",  
    "AIModel": "gemini-2.0-  
flash-lite",  
    "ProviderName": "Gemini",  
    "AIVisionModel": "gemini-  
2.0-flash-lite",  
  }  
}
```

Book a meeting to get started!

**We offer a one-hour
introduction meeting about our
AI Assistant for Optimizely CMS
12. (Swedish or English)**

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Feature-Rich for Enhanced Editorial Efficiency

Epicweb's AI Assistant comes with an impressive array of features:

1. **Text Suggestions and Alternatives:** Enhance your writing with AI-generated phrasing and alternative variations.
2. **Multilingual Translation:** Seamlessly translate your text into multiple languages while preserving formatting and style to reach a diverse audience.
3. **SEO, AEO and GEO:** Generate optimization content for search engines and AI search.

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5. **Image AltText Analyzer:** Advanced AI capabilities to analyze images and automatically populate media object properties
6. **Image Generation:** Create relevant and engaging images that complement your content.
7. **Image Transformer:** Take any image, enhance it, and add new elements with AI-powered creativity. Transform the way you interact with images.
8. **New Text Generation:** Generate fresh content that keeps your audience engaged.
9. **Text Summarization:** Quickly condense long texts into concise summaries, saving

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10. **HTML Formatting:** The AI-Assistant offers a range of formatting capabilities within the Rich Text Editor. WCAG Compatible.
11. **Spell-Checking:** Ensure your content is error-free and professionally polished.
12. **Tone Adjustment and Consistency:** Adapt your content's tone to suit its purpose and maintain a consistent brand voice.
13. **Keyword Extraction:** Identify and extract key terms from your text for SEO optimization.
14. **Custom Prompts with ChatGPT:** Leverage the power of ChatGPT to run your own

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15. **Custom Shortcut Prompts:** Add your own shortcuts for frequently used commands, connect tools and enhancing productivity.
16. **Inline ChatGPT Help:** Use ChatGPT or Google GEMINI directly within the platform for instant assistance.
17. **Tools for AI:** Connect your C# Function Calling or MCP tools directly to the AI Assistant, enabling custom integrations.
18. **RAG (Retrieval-Augmented Generation):** Connect your own knowledge base for AI responses powered by your organization's internal data.

Streamlined Integration into
Optimizely

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that these powerful features are accessible right where you need them, in the editor mode.

Getting Started with The Epicweb AI-Assistant:

To get started with the free evaluation, simply fill in the form in our [website to get started](#) and download the addon to your Optimizely CMS and Customizable Commerce platform from the Optimizely Nuget feed.

Follow our beginner-friendly guide or dive deep with our comprehensive [documentation](#).

Installation is quick and easy, allowing you to start harnessing the power of AI assistance in no time

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AI Assistant for Optimizely CMS 12. (Swedish or English)

[Take me to booking page](#)

Note: This blog post has been enhanced with the help of the AI-Assistant for Optimizely.

How does it work?

About the Author

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working with Azure, AI
and Optimizely



SEARCH



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