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# Genesys Intelligent Automation Help

Rich Media

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## Rich Media

If you're using a chat-based **persona**, you can add rich media elements (an image or a video, for example) to chat interactions so that users can interact and engage with message content.

In Intelligent Automation you can add and configure rich media **using the rich media editor** for any Message block, Menu block, or Question block, or you can **create custom rich media** using a Script block. Both options are described below.

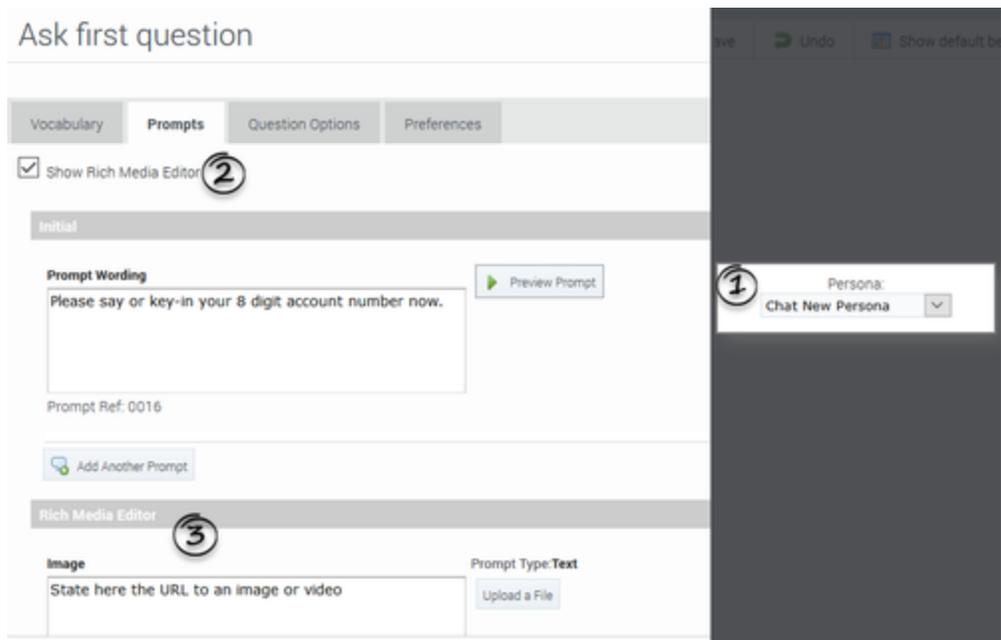
### Important

An application can contain both custom rich media and natively-generated rich media (rich media created using the rich media editor), but a single block can only contain one or the other - not both.

## Adding rich media using the rich media editor

To add rich media to a **Message block**, **Menu block**, or **Question block**:

1. Go to the Prompts tab for the block and ensure you're using a chat persona.
2. Click the **Show Rich Media Editor** checkbox.
3. In the new Rich Media Editor section, fill in the fields described in the table below.



Option	Description
Image	Enter a URL for an image, or click <b>Upload a File</b> to upload an image from your computer.
Video	Enter a URL for an image, or click <b>Upload a File</b> to upload an image from your computer.
Header	Enter title text for the rich media message.
Description	Enter description text that appears below the <b>Header</b> text.
Submit Button	This field is not currently supported.
Web URLs	<p>Enter a web URL that the customer can select to get more information. It must be in this format: [link:URL;Description]. For example: [link:https://www.genesys.com;Genesys]. In the preceding example, <i>https://www.genesys.com</i> is the URL that opens if the button is selected, and <i>Genesys</i> is the name of the button or link that the customer must select to open the URL.</p> <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p><b>Important</b></p> <p>The appearance of certain elements, such as <b>Web URL</b>, depends on the <b>Rich Media Format callflow preference</b>. For example, the <b>Text Only</b> format displays links as text, but <b>Text and Buttons</b> displays links as buttons.</p> </div>

Next, set the following rich media callflow preferences described below. Note that these callflow preferences only apply if you're adding rich media using the rich media editor. They do not apply if you add custom rich media.

Callflow Preference	Description	Example/Notes	Typical Values
Rich Media Format	Specifies the output format for rich media message options.	<p>Select <b>Text, Buttons and Videos</b> to use a rich media format that incorporates all of these elements. If <b>None</b> is selected, all rich media prompts are ignored.</p> <p><b>Important</b> You can also set the following <b>default server settings</b>:</p> <ul style="list-style-type: none"> <li>• <b>Resources.Allow</b> list of audio file mime types to allow users to upload.</li> <li>• <b>Resources.Allow</b> list of image file mime types to allow users to upload.</li> <li>• <b>Resources.Allow</b> list of video file mime types to allow users to upload.</li> </ul>	
Rich Media try fallback if necessary	Specifies whether to try a fallback format if the selected <b>Rich Media Format</b> is incorrectly configured (for example, if <b>Text, Buttons and Videos</b> is selected but a video is not attached). In other words, this setting determines whether Intelligent Automation validates the user's configuration or simply attempts to use what it is given.	Select <b>True</b> if you want Intelligent Automation to validate the user's rich media format. If the format is incorrect, Intelligent Automation tries to select an alternate format.	False

## Adding custom rich media

Creating custom rich media is an alternative to using the rich media editor in a Message, Menu, or Question block.

### Important

When adding custom rich media, the callflow preferences described above do not apply. If these preferences are set as callflow defaults, override them with **None**.

To add custom rich media:

1. In a Script block, create an object based on the definition described on the [Rich Messaging](#) page in the *Genesys Widgets Deployment Guide*.
2. Convert that object to a JSON string using the **context.toJsonString()** method.
3. Use that JSON string to create a native data prompt with the context.**createNativePrompt()** method
4. Store the native data prompt in a variable.
5. Reference that variable within a chat persona fallback prompt (for example, **[var:MyNativePrompt]**)

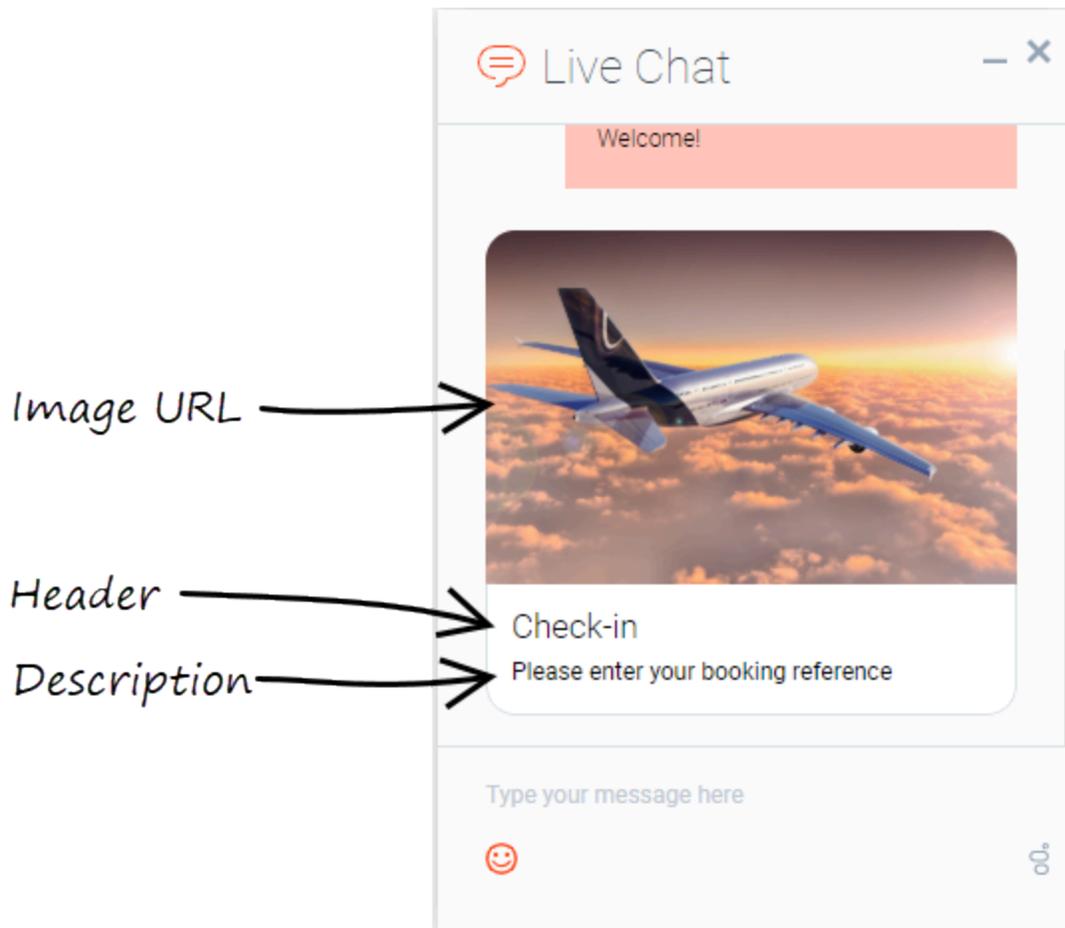
You can send also rich media related properties as optional parameters (JSON key-value pairs) as part of the message using the **createNativePrompt()** method:

```
optionField = [{"type" : "Button"}];
optionFieldJSON = context.toJsonString(optionField);
custom = context.createNativePrompt( "QuickReply3", sJson, "Genesys EngageStructuredMessage",
"facebook-messenger",optionFieldJSON);
context.setVariable( "MyNativePrompt", custom);
```

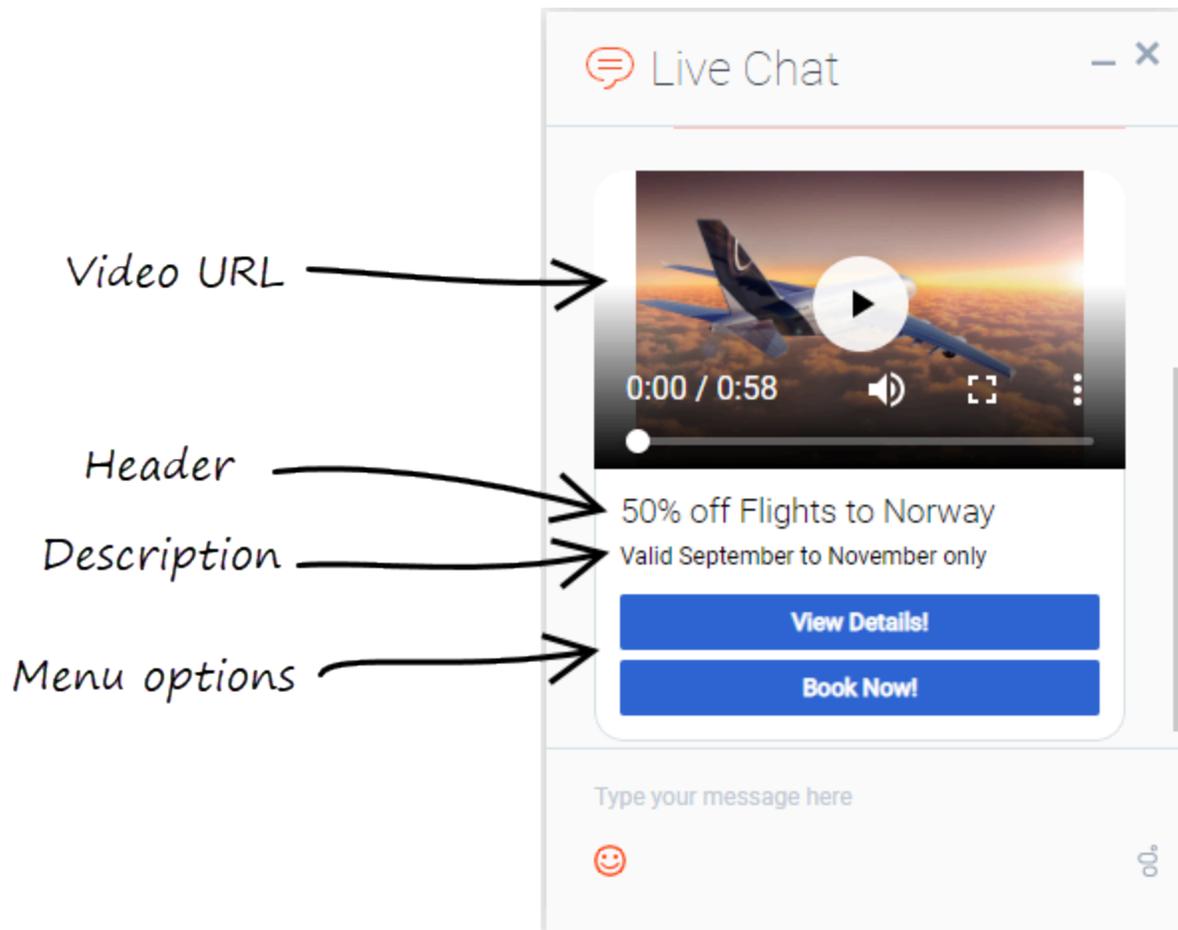
## Rich media examples

The following examples show how each element might appear in a typical chat widget. Your chat widget might appear differently, depending on your environment's configuration and style rules.

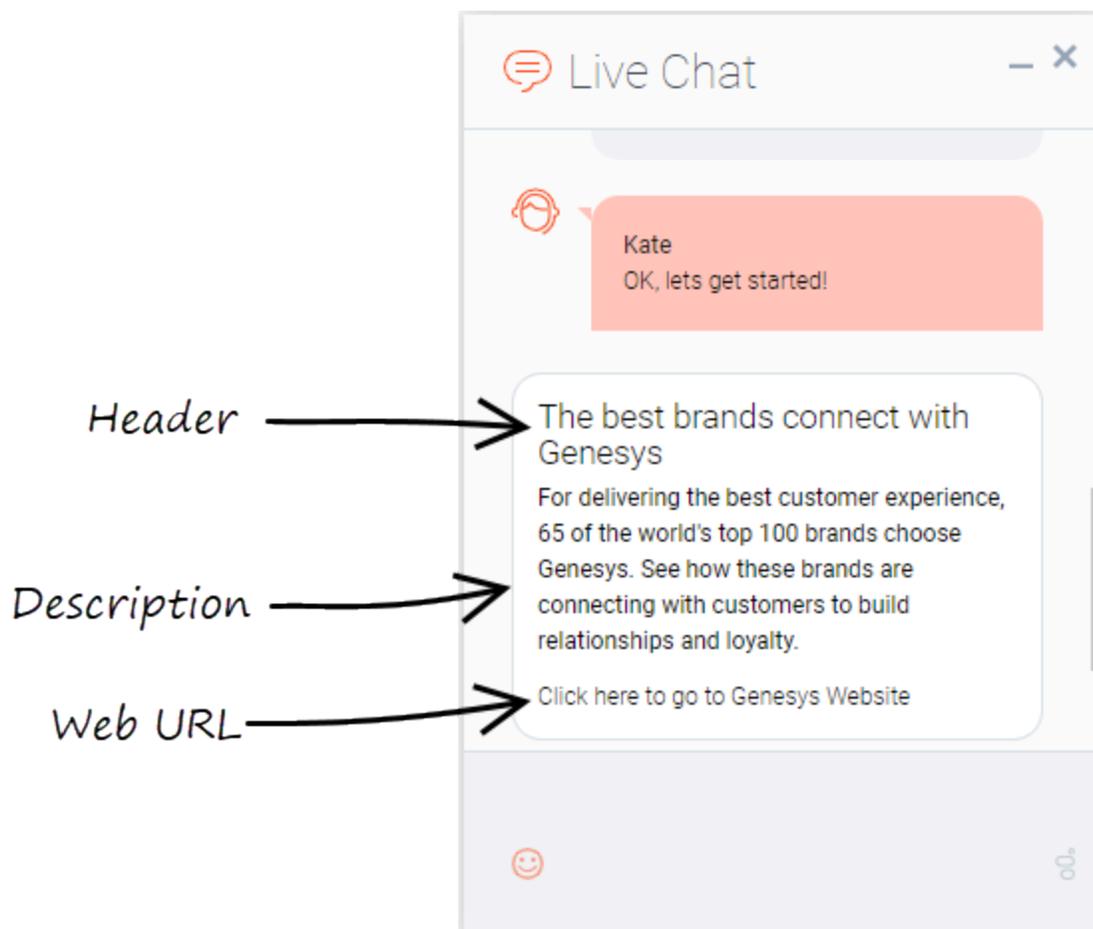
### [+] Example chat with image element



### [+] Example chat with video element



**[+] Example chat with header and description prompt**



## Related Topics

- [Message Block](#)
- [Menu Block](#)
- [Question Block](#)
- [Script Block](#)
- [Setting Callflow Preferences](#)
- [Rich Messaging](#) (Genesys Widgets Deployment Guide)