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FOR IMMEDIATE RELEASE

NEW MICRO+ KEYPAD MAKES ADVANCED INTERACTIVE EVENTS EASIER ***Small, Highly Portable Device Provides Full Multi-Digit Capability and Simple Logistics***

ORLANDO, FLORIDA – August 28, 2008 – Option Technologies Interactive, a leading provider of audience response solutions, today introduced the OptionFinder Micro+ wireless audience response keypad, combining the multi-digit and advanced polling capabilities of traditional large-format keypads with the simple storage, shipping and management features of contemporary small-footprint keypads. The Micro+ keypad meets the needs of training and event organizers who require sophisticated capabilities and easy logistics in an audience response system. “This keypad offers 14 buttons to support advanced usage such as multi-digit answers and choice ranking,” said Mark Fite, president of Option Technologies Interactive. “At the same time, it weighs less than one ounce so shipping and storage costs will be minimized even for events with thousands of participants.”

Micro+ is a full-featured keypad

The OptionFinder Micro+ is designed to handle the requirements of a complex, fully interactive audience response environment. It contains 14 buttons for input of single or multi-digit responses and gives the user the ability to participate in list ranking and sequence-ordering questions. The unique LINK button allows users to move between meeting rooms at a large conference and join the interactive polling underway in those sessions. This capability supports the attendance tracking requirements of continuing professional education events.

The two-way, radio frequency keypad is engineered to provide response confirmation via an LED light. The Micro+ uses patented Frequency Hopping Spread Spectrum (FHSS) technology for secure and reliable radio communications in large meeting environments. It will support up to 15,500 participants at a single meeting location.

The Micro+ offers two receiver options, including a standard USB version that, at only 1.5 square inches, is also highly portable. The advanced receiver supports both USB and Ethernet connectivity to allow for participation in multi-site meetings or satellite events.

Micro+ is a small and economical keypad

Even with the full set of features contained on the OptionFinder Micro+ it is the smallest keypad on the market today. The Micro+ keypad’s footprint is 35% smaller than the next leading keypad and weighs less than one ounce. Storage requirements are small – a 150 keypad system can fit in a space of only one square foot. Shipping costs are also significantly less than traditional large-format keypads – a 150 keypad system with receiver weighs less than 10 pounds.



Compatibility and Availability

The OptionFinder Micro+ keypad is fully compatible with OptionPower audience response software solutions from Option Technologies Interactive. OptionPower is a fully integrated plug-in for Microsoft PowerPoint that allows participant feedback to be collected, immediately displayed and further analyzed. The system is proven in independent research to increase audience engagement, boost their focus on the subject matter and improve content retention after the session. Leading companies use OptionPower audience response systems for training, research, continuing education, planning, risk assessment, voting and more.

The OptionFinder Micro+ is now shipping and is available in the United States directly from Option Technologies Interactive (www.optiontechnologiesinteractive.com) or worldwide through authorized affiliate and partner organizations (www.optionfinder.com).

About Option Technologies

Option Technologies Interactive, an iDNA company, was established in 1985. The firm has facilities in Orlando, Florida and Ogden, Utah and serves more than 2000 client organizations in 29 countries.

About iDNA (stock symbol iDAI.OB)

iDNA is a leading strategic communications, technology and entertainment company, headquartered in New York City. The company provides a broad range of targeted communications services that create, build and connect businesses with their target audiences as the only company of its kind that builds a quantitative ROI system into its communication events. iDNA's depth of communication services include the design, development and production of media, collateral content and data collection and market research services for corporate events, meetings, training and symposia held in single or multiple sites worldwide. iDNA has developed a loyal clientele that today exceeds 200 active businesses and industries as diverse as biotechnology, healthcare, finance, telecommunications, manufacturing and energy. For more information, visit www.idnausa.com.

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