



**Option
Technologies
Interactive**

For Immediate Release

***New Software for Meetings and Decision Making
Announced by Option Technologies Interactive, LLC***

***OTI Announces the Release of OptionPower® 3.1
and New Add-On Modules***

ORLANDO, FLORIDA – September 24, 2006

Option Technologies Interactive LLC, (OTI) , an iDNA company, is a leading provider of group response software, hardware and consulting services. OTI interactivity means you get group feedback and can share the results....immediately! The systems increase focus, interaction and audience engagement by allowing attendees to be part of the process by using handheld wireless OptionFinder® IQ keypads. Leading companies use them for training, research, continuing education, planning, risk assessment, voting and more. Audience feedback from the system is immediately displayed on Microsoft® PowerPoint slides for all to see.

Mark Fite, President of Option Technologies announced the Version 3.1 release of Option Power® 3.1 software, the new OptionPower® Decision Support Module, and the OptionPower® Employee Survey Module. The new technology includes more than sixteen new features and other important performance enhancements.

One of the important new features of the OptionPower® 3.1 software is the Simple Ranking Slide Type. This function works in conjunction with the OptionFinder® G2, IR and SR hardware systems. Fite described this as “a tool that allows users to rank a short list of up to nine alternatives, or issues, with only one polling slide. It speeds up group interaction. Users can cut the time required for a ranking exercise from several minutes to less than 30 seconds.”

The 3.1 software release also supports new add-on products, such as the OptionPower® Decision Support Module. The product includes a set of tools for facilitated group collaboration. The heart of the system is the new List Processing Manager tool. Meeting facilitators can enter lists of alternatives and meeting participants then use their keypads to instantly rank the items against any number of useful criteria. For example, a facilitator working with a group to develop a strategic plan can lead a brainstorming discussion to identify twenty five potential Critical Success Factors. The group uses OptionPower® IQ keypads to rank the items based on importance, urgency, and business impact. “The new Decision Support

Module acts like a “turbocharger” for facilitators using the nominal group technique or similar methods. It helps participants think collaboratively about a set of ideas or action items,” Fite related.

Fite also announced the new OptionPower™ Employee Survey Module, another add-on product, that works with the new 3.1 release. The module was developed in an alliance with Strategy Solutions, Inc., (SSI) an organizational development firm specializing in employee research. This solution makes it easier for Human Resource Managers to conduct employee perception surveys using PowerPoint®. The package includes a Reference Guide, written by Debra Thompson, President of SSI and a library of more than 150 sample questions. It also includes a sample survey that is easily modified.

“This is a wonderful tool that allows managers to quickly conduct employee surveys without using paper or web based data collection methods. It’s fast and easy to customize. You get actionable reports into the hands of managers the same day,” said Fite. “This is a great tool to help gather vital information to improve employee retention rates, improve productivity, increase customer satisfaction and boost morale.”

OptionPower® 3.1 includes the following key features and enhancements:

- New Simple Ranking Slide Type for use with OptionFinder® G2, SR and IR hardware systems
- Improved Chart performance on multi-series charts
- New comparative data label on “Yes/No” slides
- Support for point deductions on Group Competition Slides
- Enhanced support for OptionFinder G2 hardware system
- New and improved registration process
- New and improved Help System
- Support for the OptionPower™ Decision Support Module
- Support for the OptionPower™ Employee Survey Module

The following key features and enhancements are available as part of the OptionPower® Decision Support Module:

- List Manager Tool
- List and Criteria import from Excel
- List and Criteria export to Excel
- List and Criteria import templates
- Cumulative List Averages Display Slide Type
- List Averages toggle function sorting items from high to low or low to high
- List item rotation display function
- XYZ (3 Axis) Chart Display Slide Type
- Chart Label and Naming function
- Slide Generation Wizard – Items Evaluated in List Order

- Slide Generation Wizard – Items Evaluated in Criteria Order

The following key features and enhancements are available as part of the OptionPower® Employee Survey Module:

- Quick Start Guide
- Conducting Your Employee Climate Survey: Reference Guide
- PowerPoint Question Library with more than 150 sample questions in 10 categories
- 35 question, ready-to-use sample survey
- One hour web-based orientation experience with a live OTI Trainer

For rental, purchase, or upgrade information, contact us at www.optiontechnologies.com, or call 407.872.3333.

About Option Technologies

Option Technologies Interactive LLC, an iDNA company, was established in 1985. The firm has facilities in Orlando, Florida; Ogden, Utah and Chicago, Illinois. The firm supports 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 communication services that create, build and connect businesses with their target audiences and is 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 symposiums held at single or multiple sites worldwide. iDNA has developed a loyal clientele that today exceeds 200 active businesses in industries as diverse as biotechnology, health care, finance, telecommunications, manufacturing and energy. For more information, visit www.idnausa.com

This news release may include statements that constitute forward-looking statements, usually containing the words "believe," "estimate," "project," "expects," or similar expressions, and involve risks and uncertainties. These statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are merely the Company's current predictions of future events and inherently involve risks and uncertainties that could cause actual results to differ materially from the statements made herein. By making these forward-looking statements, iDNA undertakes no obligation to update these statements to reflect new information and developments after the date of this document.

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