Price Comparison Chart: -

	Pre-order Price		Launch Price	
	New Purchase	Upgrade from iClone 5, 6	New Purchase	Upgrade from iClone 5, 6
iClone 7	\$159	\$119	\$199	\$119
3DXchange 7 PRO	\$159	\$119	\$199	\$139
3DXchange 7 Pipeline	\$399	\$299	\$499	\$349
iClone 7 + 3DXchange 7 PRO	\$249	\$199	\$299	\$219
iClone 7 + 3DXchange 7 Pipeline	\$549	\$379	\$599	\$449

Reallusion FAQ

https://kb.reallusion.com/Purchase/51484/What-is-the-best-price-offered-during-the-Preorder-campaign