Win7-8-10_ISO-USB-DVD-Dld-Tools-Installers

Microsoft removed the "Digital River iso download site in February 2015 and replaced it with:

Download Windows 7 Disc Images (ISO Files)
[*if you have a valid Retail Key !*].

OEM or MDSN ones will not work !
Also some that do Validate do not offer the English version.
https://www.microsoft.com/en-us/software-download/windows7

Alternative site with instructions and links to the English Win7 torrents [about ¾ way down the page].

Download Windows 7 ISOs, Legally and for Free
May 19, 2015 by Angelos Kyritsis
http://www.pcsteps.com/45-download-windows-7-iso-legally-free/

Direct link to the German Torrent mirror download page.
Various language variants with MD5 and SHA-1 checksums.
http://mirror.corenoc.de/digitalrivercontent.net/

Note: The downloads are small Torrent files not the actual iso.
         You will need a torrent client to do the actual download.
         Files that start with "en_" are English language.

Windows7-USB-DVD-Download-Tool-Installer-en-US
https://www.microsoft.com/en-us/download/windows-usb-dvd-download-tool
Takes the ISO file that you already have and makes a bootable USB Stick.

http://wudt.codeplex.com/
The file name is: Windows7-USB-DVD-Download-Tool-Installer-en-US.exe

http://download-codeplex.sec.s-msft.com/Download/Release?ProjectName=wudt&DownloadId=96313&FileTime=129048694816630000&Build=21031

Microsoft - Technet information page: (May require a MS logon)
Windows Setup Edition Configuration and Product ID Files (EI.cfg and PID.txt)
https://technet.microsoft.com/en-us/library/hh824952.aspx?f=255&MSPPError=-2147217396

winisoutils - Windows ISO Disc Image Utilities
http://code.kliu.org/misc/winisoutils/
Use at your own risk. Be sure you understand the operation(s).

ei.cfg Removal Utility
The **ei.cfg Removal Utility** is a simple tool that will remove the ei.cfg file from any Windows ISO disc image, thereby converting the image into a "universal disc" that will prompt the user to select an edition during setup. This tool works by toggling the deletion bit in the UDF file table, eliminating the need for unpacking and rebuilding the ISO, which means that this is extremely fast (the process of patching the ISO to remove ei.cfg takes only a fraction of a second), and the process is easily reversible (running the utility on a disc image patched by this utility will restore the disc image to its original state).

cversion.ini Removal Utility
The **cversion.ini Removal Utility** is a tool that will remove the cversion.ini file from Windows ISO disc images, thus enabling the option for in-place upgrades that preserve user settings and programs. This is very useful for upgrading from release preview versions of Windows to the final version (e.g., Windows 8.1 Preview to Windows 8.1 RTM) while preserving your data, settings, and programs. This tools works in the same fast, efficient manner as the ei.cfg Removal Utility, so there is no need to unpack and rebuild ISOs, and the process can be trivially reversed.

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Miscellaneous
[*Obsolete and no longer maintained*] The Windows 7 ISO Image Edition Switcher is a set of small binary patches (and a tool to apply these patches) that will convert an official Windows 7 ISO disc image into an official Windows 7 ISO disc image of another edition. The resulting ISO images are bit-for-bit identical with those posted on MSDN or TechNet, and their SHA-1 hashes should match the official hashes posted by Microsoft

Another solution with broader application but at a cost of $21 is
WinISO a CD-DVD-BlueRay disk burner, mounter and editor.
http://www.winiso.com/products/standard.html

Win 8.1 Tool
http://windows.microsoft.com/en-us/windows-8/create-reset-refresh-media

Win 10 Tool
https://www.microsoft.com/en-us/software-download/windows10

Note: When asked "What do you want to do?", do not select Upgrade this PC now. Click on the Create installation media for another PC. The best choice is the iso to create a DVD