New Computer 32 Bit to 64 Bit "Incompatible"

After years of service my laptop died. When trying to install Posture Pro (32 Bit) on my new computer it tells me it is incompatable with 64 bit version of Windows 7. Please advise.

Posture Pro 8 is compatible with all versions of Windows. Please download and install the PP8 update.

Online URL: https://posturepro.phpkb.cloud/article.php?id=144