

# DECEMBER 2022 UPDATE

Your Locally Owned Apple Authorized Service Centers  
Apple: Service & Sales - Windows: Service & Sales  
Williamsburg - Yorktown

**Computer Concepts' mission is to provide insight, efficiency, and expertise to help you meet your evolving technology needs. Contact the Computer Concepts Apple team at either our Williamsburg or Yorktown stores for additional help with your Apple Needs.**

## IN THIS NEWSLETTER

**Since 2008, Computer Concepts has established itself as a speedier and more personalized alternative to the Apple Store.**

We continue to be your Apple Authorized Reseller/Service Provider in the Hampton Roads, and with that comes the industry's highest quality parts, customer experience, sales and repair. We offer service on your Apple device, covered under AppleCare and out of warranty repairs.

**Each of Computer Concepts' stores won Virginia Media's Best Computer Service Award 2022 for their Geographical Area**

- \* **CHRISTMAS 2022**
- \* **NEW YEARS Day 2023**
- \* **WATCH OUT FOR SCAMMERS**
- \* **Computer Concepts Accepts APPLE CARE Warranty Repairs**
- \* **Check Out Our Updated Website, The Latest Apple Catalog is Available**
- \* **ACIMA Leasing Service**
- \* **Computer Concepts Gift Cards**
- \* **Recycle your old & broken IT ITEMS at our stores. Help save the Earth!**
- \* **Gaming and Gaming Hardware**
- \* **Valued Customer Card Is being Updated with new features**
- \* **Time With a Tech - Quick instore solutions to your tech problems**
- \* **Discounts on Services**
- \* **Apple & Windows One-On-One Training is the Best Way to Learn, Try It!**
- \* **Questions? Check our Website or contact one of our stores**

## VOTED BEST COMPUTER SERVICE IN 2022



**Computer Concepts Williamsburg  
competed in Virginia Gazette's  
Campaign**

**CC Williamsburg Has Won Every  
Year Since 2009**



**Computer Concepts, Yorktown,  
competed in the Daily Press  
Campaign**

**CC Yorktown Has Won Every Year  
Since 2015**

## CHRISTMAS 2022



**COMPUTER CONCEPTS STORES will be  
CLOSED CHRISTMAS EVE & CHRISTMAS DAY.**

# NEW YEAR'S DAY 2023



**COMPUTER CONCEPTS STORES will be  
CLOSED  
NEW YEARS EVE & NEW YEARS DAY.**

**It's beginning to look a lot like the holidays!**

With holiday planning in full swing, we hope you are as pleased as we are with Apple's recent launch activities. Apple's October launch included updates to Apple's amazing line of iPads and Apple TVs. The launch provides you with the latest and greatest Apple has to offer just in time for the holidays and end-of-year fiscal budget.

**Below is a summary of what was announced:**

- Apple TV 4K
- iPad 10th Generation
- iPad Pro 11-inch and 12.9-inch

Computer Concepts should be your first stop for information on new and current Apple products. Please Check the "APPLE CATALOG" page on our website for the current APPLE Offerings and prices.

**Computer Concepts thanks you for your business!  
We wish you and your families a very Merry Christmas!**

## **BE AWARE OF ON-LINE AND PHONE SCAMS**



The increased embrace of computers for remote work, retail purchases, and social connections has created a vast new population to target for online fraud. Such scams jumped 25 percent in 2021, according to the TransUnion credit bureau.

These factors just highlight a larger, grim picture. A recent AARP survey found that Nine of Ten Americans (229 million people) encountered a fraud attempt in the past year and that One in Six (33 million people) lost money as a result. A separate poll found that almost 60 million Americans lost money to phone scams last year. AARP is a very good source of ways to prevent being scammed.

**Call Computer Concepts if you think your computer has been scammed.**

### **Computer Concepts**

**an Apple Authorized Service Provider.**



**Our Apple-trained technicians use genuine Apple parts, so you can trust us with all your Apple devices. Get your Apple product back working the way it should. Our Apple-trained technicians use Apple-approved diagnostics and tools on every repair. This means that all of our repairs are Apple certified and backed by Apple.**



**Authorized Service Provider**

# COMPUTER CONCEPTS CONTINUE TO BE AVAILABLE TO SUPPORT YOUR APPLE PURCHASE AND SERVICE NEEDS!

APPLE Stores have reduced many of the services they have typically provided. However, Computer Concepts, as an APPLE Authorized Reseller and APPLE Authorized Service Provider, continues to support your APPLE Product purchases and repair requirements.



**All Computer Concepts locations  
continue to accept Apple Care repairs.**

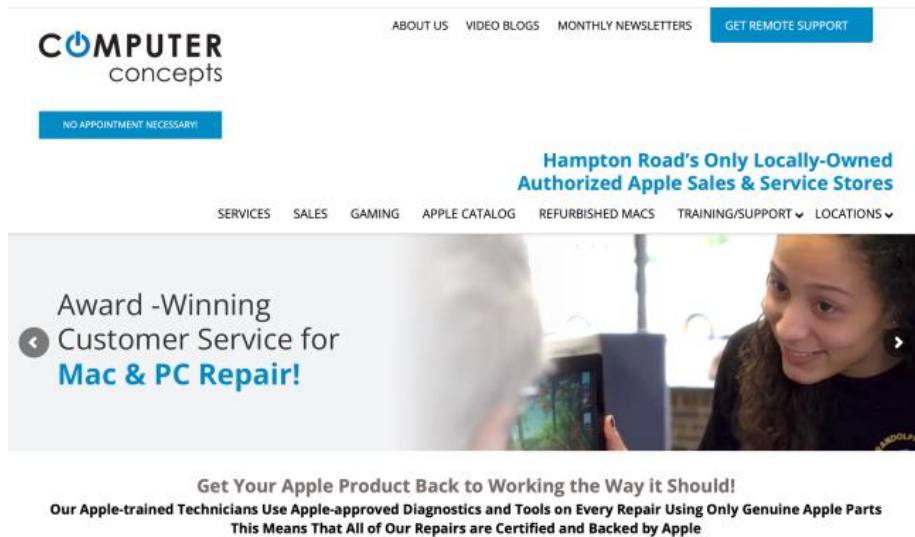
**Computer Concepts technicians also repair  
Windows PC computers and Chromebooks.**

## WAVY COMPUTER SERVICE EXPERTS On Your Side!

Computer Concepts has been WAVY TV's Computer Service Expert On Your Side since 2018. Watch for our commercials that normally appear during WAVY News hours. Computer Concepts Representatives appear monthly on WAVY's Hampton Roads Show and provide timely Apple and Microsoft information. All our WAVY commercials and Hampton Roads Show appearances are being added to our YouTube Page.

# CHECK OUT COMPUTER CONCEPTS UPDATED WEBSITE

## MYCOMPUTERCONCEPTS.COM



Above is a picture of our updated WEBSITE main page. Please note the New "Apple Catalog" selection in the center of the page. This will take you to our catalog of the Apple Products we offer. You will see the page below. Simply select the type of item you want additional info on and the desired information page will open.

### 2022 Apple Product Catalog



## ACIMA Leasing Services

**COMPUTER CONCEPTS has teamed with ACIMA Leasing Services to allow Time payments on your purchases. Text ACIMA directly.**



**WILLIAMSBURG**



**YORKTOWN**

## **GIVE COMPUTER CONCEPTS GIFT CARDS! EVERYBODY LOVES A GIFT CARD FOR CHRISTMAS!**



Computer Concepts Gift Cards are available in each of our stores and redeemable at all of our store locations. Our cards are the perfect choice for Holidays, Anniversaries, Birthdays, and any other occasion when you're just not sure what to give. Gift cards are available in any dollar amount you might need.

*Everyone Loves to Receive a Gift Card!*

## **GAMING AND GAMERS**



experience even better.

All Gamers want the best experience they can wring out of their systems. They are always searching for new ways to improve their systems by swapping components and adding new accessories to improve their gaming experience and their competitive edge. Don't hesitate to talk to us about ways to make your Gaming

## **VALUED CUSTOMER CARD IS BEING UPDATED**



Computer Concepts is currently reviewing and updating its Valued Customer Card Program. A New Card will be introduced in the near future. Computer Concepts endeavors to always anticipate our customer's needs.

## RECYCLE YOUR OUTDATED "IT" HARDWARE



Now is the time to clean, service, or replace your current computer hardware to support the new school year. Wondering what to do with your old IT, "Information Technology," equipment. Many IT items contain Hazardous Waste that must be processed by a registered Hazardous Waste professional.

Computer Concepts accepts broken computer products dropped off at our stores. Later, our Recycler picks up those broken products and then renders the hazardous materials safe for the environment. Computer Concepts does not charge for damaged, and inoperable equipment dropped off at our stores for recycling.

## TIME WITH A TECH



Computer Concepts has implemented a "Time With A Tech" service in each of its stores. This service will allow you to meet with one of our technicians to have your computer questions answered and technical problems solved. This will be a One-On-One session.

Time With A Tech is available in 15-minute increments. Each increment or portion thereof costs \$25; however, the minimum charge for one of these sessions is \$50. Valued Customer Cardholders may use a \$25 credit as authorized by their card.

## A 10% DISCOUNT ON SERVICE





A 10% discount on computer services is offered by Computer Concepts to our Military Members, First Responders, Seniors, and Teachers to honor their service to our country. We also offer a 10% discount on computer services for all our current students. Don't forget to ask for your discount.

## ONE-ON-ONE TRAINING IS BEST



### Apple and Windows *One-On-One, Instructor Lead Training Sessions*

Learn about your computer and its software. Dick Smith, your One-On-One Training Instructor, has over twelve years as Computer Concept's Apple and Windows Customer Training Instructor. Online ZOOM training is an option.

**Apple Training for iPhone, iPad, iPad Pro, iPad Air, MacBook Pro, MacBook Air, and iMac Computers. Windows 10 & 11 Training available.**

For A Better Training Experience, One-On-One Training Sessions are the standard at Computer Concepts. Conversations between the student and the instructor prior to their training session allow the instructor to personalize One-On-One training sessions. Training Handouts for sessions are provided at the beginning of most Apple and Windows training. Windows 10 and 11 Sessions apps continue to be popular training topics.

*A Valued Customer Cardholder may use the \$25 credit as authorized by their card for One-On-One Training or Time With a Tech.*

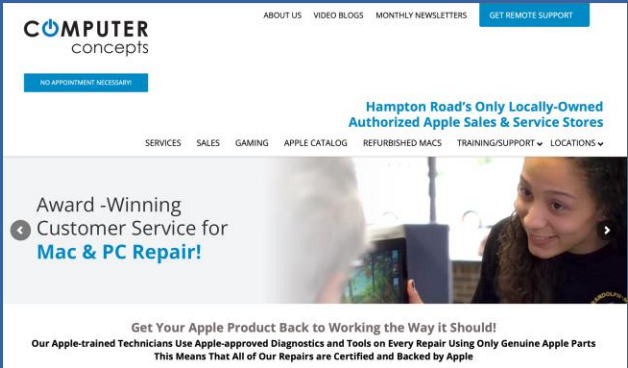
Masks are welcome. All training sessions are One-On-One which allows for only one Instructor and one student per session. The Cost of a 90-minute training session is \$59.00. Onsite Training sessions in-home or in a business are \$125 for a 90-minute session.

Dick Smith, Computer Concepts Training Director, offers In-Person One-On-One Training Sessions.

**Contact Mr. Smith directly to schedule your session or just talk about your training goals. Mr. Smith's phone number is 757 870-8703.**

His email is: [dsmith@mycomputerconcepts.com](mailto:dsmith@mycomputerconcepts.com)

## COMPUTER CONCEPTS' WEBSITE



Computer Concepts is continually updating our website. Please take the time to check out our site and let us know what you think.

[Computer Concepts' Web Site](https://www.mycomputerconcepts.com)

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