

COMPUTER concepts

APRIL 2023 UPDATE

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



HAPPY
EASTER

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

COMPUTER CONCEPTS IS PROUD TO ANNOUNCE THAT OUR APPLE SALES AND SERVICE CONTRACT HAS BEEN RENEWED. WE ARE AGAIN COMPLETELY AUTHORIZED TO SELL AND REPAIR APPLE PRODUCTS!

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 also out of warranty repairs.

Each of Computer Concepts' Stores Have Won Virginia Media's Best Computer Service Award 2022 for Their Respective Geographical Service Area

- * VOTED BEST COMPUTER SERVICE IN 2022**
- * WATCH OUT FOR SCAMMERS**
- * Computer Concepts Accepts APPLE CARE Warranty Repairs**
- * Spring Cleaning your Computers**
- * New APPLE M2 Offerings**
- * Check Out Our Updated Website, The Latest Apple Catalog is Available**
- * ACIMA Leasing Service**
- * BACKBLAZE Backup**
- * ADDIGY Remote Apple Management Service**
- * Computer Concepts Gift Cards - Everyone loves to receive a gift card!**
- * Gaming and Gaming Hardware**
- * Valued Customer Card Is being Updated with new features**
- * Recycle your old & broken IT ITEMS at our stores. Help save the Earth!**
- * 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 a Tech in 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**

***BOTH COMPUTER CONCEPTS SHOPS WILL COMPETE AGAIN
IN VIRGINIA MEDIA'S "BEST OF" CAMPAIGN 2023 IN THE BEST
COMPUTER SERVICE CATEGORY. VOTING WILL BE
CONDUCTED IN THE MAY-JUNE TIMEFRAME***

BE AWARE OF ONLINE 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.



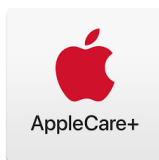
Our Apple-trained technicians use genuine Apple parts, so you can trust us with all your Apple devices. Get your Apple product back working the way it should. Our Apple-trained technicians use Apple-approved diagnostics and tools on every repair. This means that all of our repairs are Apple certified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

SPRING CLEANING IS FOR YOUR COMPUTER EQUIPMENT ALSO



Dust and Dirt can have a major impact on the operation of your computer. **SPRING** is the time to think about cleaning your laptop computer and keyboard of dirt and dust.

Don't forget to consider upgrading desktop components and cleaning the filters, fans, and heat sinks which should be cleaned periodically.

APPLE RELEASES M2 POWERED MAC MINI



APPLE RELEASES MACBOOK PRO WITH M2



14-INCH MACBOOK PRO WITH M2

Apple MacBook Pro



Pro power to go.

The 14-inch MacBook Pro with M2 Pro and M2 Max takes power and speed to the next level, whether it's on battery or plugged in. With a stunning Liquid Retina XDR display, all the ports you need, and all-day battery life¹—this pro laptop goes anywhere you need.

From \$1999



Configurable options are available. 1 Battery life for Apple TV app remote playback. Battery life varies by use and configuration. See apple.com/batteries for more information. 2 The display on the 14-inch MacBook Pro has rounded corners at the top. When measured as a standard rectangular shape, the screen is 14.2 inches diagonally (actual viewable area is less). 3 Compared with previous generation. 4 Speeds are based on theoretical throughput and may vary. M1 Pro is not available in China mainland. Requires macOS 12.2 or later in Apple.

16-INCH MACBOOK PRO WITH M2

Apple MacBook Pro



Unparalleled pro performance.

The 16-inch MacBook Pro with M2 Pro and M2 Max takes power and speed to the next level, whether it's on battery or plugged in. With a stunning Liquid Retina XDR display, all the ports you need, and all-day battery life¹—this pro laptop goes anywhere you need.

From \$2499



Configurable options are available. 1 Battery life varies by use and configuration. See apple.com/batteries for more information. 2 The display on the 16-inch MacBook Pro has rounded corners at the top. When measured as a standard rectangular shape, the screen is 15.2 inches diagonally (actual viewable area is less). 3 Compared with previous generation. 4 Speeds are based on theoretical throughput and may vary. M1 Pro is not available in China mainland. Requires macOS 12.2 or later in Apple.

CHECK OUT OUR UPDATED WEBSITE
[HTTPS://MYCOMPUTERCONCEPTS.COM](https://mycomputerconcepts.com)

COMPUTER
concepts

ABOUT US VIDEO BLOGS MONTHLY NEWSLETTERS [GET REMOTE SUPPORT](#)


NO APPOINTMENT NECESSARY!

**Hampton Road's Only Locally-Owned
Authorized Apple Sales & Service Stores**

SERVICES SALES GAMING APPLE CATALOG REFURBISHED MACS TRAINING/SUPPORT LOCATIONS

**Award -Winning
Customer Service for
Mac & PC Repair!**

Get Your Apple Product Back to Working the Way it Should!
Our Apple-trained Technicians Use Apple-approved Diagnostics and Tools on Every Repair Using Only Genuine Apple Parts
This Means That All of Our Repairs are Certified and Backed by Apple



BACKBLAZE

World's Easiest Cloud Backup

Backblaze Unlimited Backup

Get Peace of Mind knowing your files are backed up securely in the Cloud.

Both MAC or PC



Unlimited Computer Backup

Unlimited Files
Unlimited File Size
Blazing Fast

Backblaze will automatically back up all your files including documents, photos music, movies and more.

Its that easy

**Simple Pricing –Unlimited Data
\$70 Yearly per Computer**

For additional information or to subscribe
Contact a Computer Concepts Representative



Computer Concepts is proud to announce that we will soon offer **ADDIGY Apple Service Management** from remote support and on-going maintenance to Live Desktop and real-time feedback, Addigy has the flexibility and functionality to keep your managed Apple devices running at peak performance.

Look for additional information in our future Computer Concepts Updates or ask one of our representatives.

GIVE COMPUTER CONCEPTS GIFT CARDS! **EVERYBODY LOVES A GIFT CARD !**



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 Receiving a Gift Card!

GAMING AND GAMERS



All Gamers Want the Best Experience They Can Get From Their Systems

Our local gamers are always searching for new ways to improve 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 Experience Even Better!

OUR VALUED CUSTOMER CARD IS BEING UPDATED



Computer Concepts Gift Cards are available and redeemable at all store locations. The perfect gift choice for Holidays, Anniversaries, Birthdays or any occasion. Gift cards are available in any dollar amount you might need.

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.

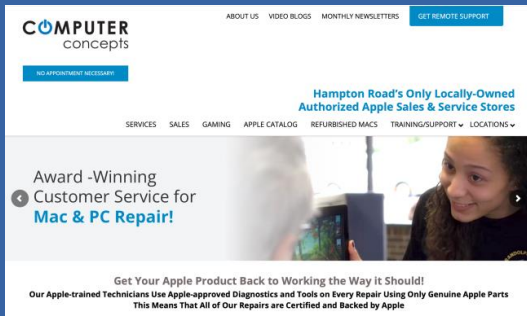
A Valued Customer Cardholder may use the \$25 credit as authorized by their card for One-On-One Training or Time With a Tech.

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.

Contact Dick Smith, Computer Concepts Training Director, directly to schedule your session or just talk about your training goals. Mr. Smith's phone number is 757 870-8703.

Email: 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 we can do to improve your experience

[MYCOMPUTERCONCEPTS.COM](https://www.mycomputerconcepts.com)

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