

# COMPUTER concepts

## AUGUST 2023 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.

## COMPUTER CONCEPTS IS AUTHORIZED TO SELL AND REPAIR APPLE PRODUCTS

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

We continue to be your Apple Authorized Reseller/Service Provider in 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 Apple Care. Our techs also work on out-of-warranty repairs.

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

## IN OUR AUGUST NEWSLETTER

- \* **VOTED BEST COMPUTER SERVICE IN 2022. 2023 Voting results late August**
- \* **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!**
- \* **Computer Concepts Presents Monthly Tech Advice**
- \* **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, the Best Way to Learn, Try It!**
- \* **Questions? Check our Website or contact a Tech in one of our stores**

## COMPUTER CONCEPTS 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 STORES COMPETED AGAIN IN VIRGINIA MEDIA'S "BEST OF" CAMPAIGN 2023 IN THE BEST COMPUTER SERVICE CATEGORY. THANK YOU TO ALL THAT TOOK THE TIME TO VOTE FOR US. THE WINNER WILL BE ANNOUNCED LATE AUGUST***



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 CONTINUES 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  
accept Apple Care warranty repairs.**

### SPRING CLEANING IS ALSO FOR YOUR COMPUTER EQUIPMENT

**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.

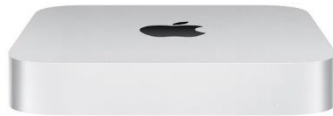
# Spring Cleaning Special

CLEAN UP YOUR MAC OR PC FOR JUST

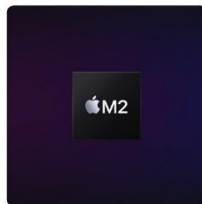
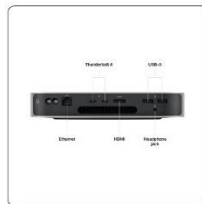
# \$89.99

## APPLE'S NEW M2 POWERED MAC MINI

Apple Mac mini



Starting from \$599



# APPLE RELEASES NEW MACBOOK PRO WITH M2



## 14 INCH MACBOOK PRO WITH M2



### 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 life<sup>1</sup>—this pro laptop goes anywhere you need.

From \$1999



Configuration options are available. <sup>1</sup> Battery life varies by use and configuration. See apple.com/battery-life for more information. <sup>2</sup> The display on the 14-inch MacBook Pro has optional ambient light sensor. <sup>3</sup> When measured as specified in applicable standards. See apple.com/compare-ports for more information. <sup>4</sup> Speeds are based on theoretical throughput and may vary. Wi-Fi 6E not available in China mainland. Requires macOS 13.2 or later in Japan.

## 16 INCH MACBOOK PRO WITH M2



### 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 life<sup>1</sup>—this pro laptop goes anywhere you need.

From \$2499



Configuration options are available. <sup>1</sup> Battery life varies by use and configuration. See apple.com/battery-life for more information. <sup>2</sup> The display on the 16-inch MacBook Pro has optional ambient light sensor. <sup>3</sup> When measured as specified in applicable standards. See apple.com/compare-ports for more information. <sup>4</sup> Speeds are based on theoretical throughput and may vary. Wi-Fi 6E not available in China mainland. Requires macOS 13.2 or later in Japan.



# CHECK OUT COMPUTER CONCEPTS UPDATED WEBSITE

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

**COMPUTER**  
concepts

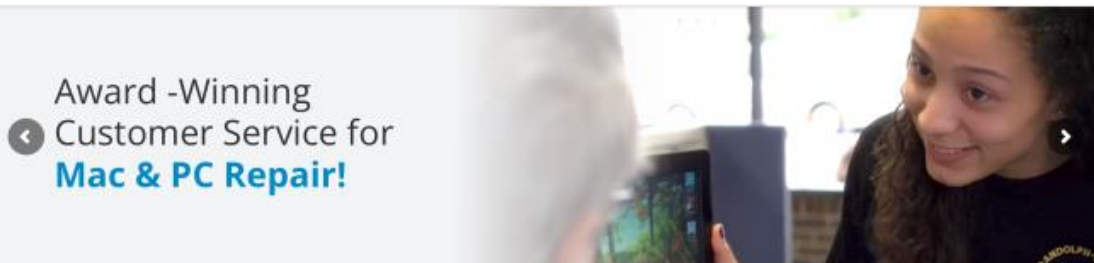
[ABOUT US](#) [VIDEO BLOGS](#) [MONTHLY NEWSLETTERS](#)

[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](#)



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

## See Our Apple Product Catalog Updated As New Products Enter The Market!

<https://mycomputerconcepts.com/apple-product-catalog/>

### 2023 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**



# Backblaze

## World's Easiest Cloud Backup

### Backup Your MAC or PC

### Get Piece of Mind With Secure Cloud Backup

### Worlds Easiest Cloud Backup

### Backblaze Unlimited Backup

### Unlimited Files. Unlimited File Size



**Blazing Fast, Backblaze will Automatically backup All Your Files including Documents, Photos, Movies, and More. Its That Easy.**

**Access Anywhere!  
Access Files through the Web or on IOS or Android. No matter where you are, your Files will always be with you.**

**It's that Easy for Peace of Mind**

**Simple Pricing  
\$70/year per Device**

**For Additional Information or to Subscribe  
Contact a Computer Concepts Representative**



**As businesses become more dependent on technology. The requirement for ensuring that your automation network is current and fully functional becomes more critical.**

**For businesses utilizing an Apple-based network, Managing iOS and macOS devices can be a daunting task, but with the right tools and strategies, you can streamline the process to save time and energy. That's where Addigy comes in.**

**As Apple continues to make periodic updates to each of its Operating Systems. These updates provide new innovations, capabilities and**

security patches. Addigy can remotely schedule and deploy these systems updates to your macOS, iOS, iPadOS and tvOS keeping your devices up to date and fully functional.

Addigy can also manage software deployment whether it's popular apps, custom packages, Apps and books.

Addigy can remotely monitor your Apple products for security problems, device performance issues, and anything that might reduce end users' productivity.

As the use of Apple Devices become more common in home and workplaces, the risk of cyber threats continues to rise. Addigy can keep your data and devices safe.

As an Addigy partner, Computer Concepts can remotely manage these services for your network to help improve your digital operations.

Computer Concepts is proud to announce that we offer ADDIGY Apple Service Management. For more information please contact one of our store representatives

## **GIVE COMPUTER CONCEPTS GIFT CARDS!** **EVERYBODY LOVES TO RECEIVE 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 to Receive a Gift Card!*



**COMPUTER CONCEPTS**  
**COMPUTER TECH ADVICE**  
**AUGUST 2023**

## Last Minute Back to School Needs



Students will be returning to school in August and September. Make sure your student has the latest computer updates and class curriculums. Computer Concepts is prepared to help you meet those requirements. Our stores have new and refurbished computers, hard drives, and many types of connectors.



# GAMING AND GAMERS



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 ask us how to build your Gaming skills and make your Gaming Experience even better.

# VALUED CUSTOMER CARD Is BEING UPDATED



Computer Concepts is currently reviewing and updating its Valued Customer Card Program. The new Valued Customer Card will be introduced as soon as it is ready. Computer Concepts Valued Customer Card provides incredible savings to our

customer's most important computer services.

# RECYCLE YOUR OUTDATED "IT" HARDWARE FOR FREE

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.**

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## **GET A 10% DISCOUNT ON SERVICE**



**Computer Concepts gives a 10% discount on computer services 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 thirteen years as Computer Concept's Apple and Windows Customer Training Instructor. Online ZOOM training is an option.

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

[dsmith@mycomputerconcepts.com](mailto:dsmith@mycomputerconcepts.com)

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

One-On-One Training Sessions are standard at Computer Concepts and truly the best way to learn. Conversations between the student and the instructor prior to their training session allow the instructor to provide a more personalized One-On-One training session. Training Handouts for sessions are provided for many Apple and Windows training sessions. Windows 10 and Windows 11 sessions are very popular training topics.

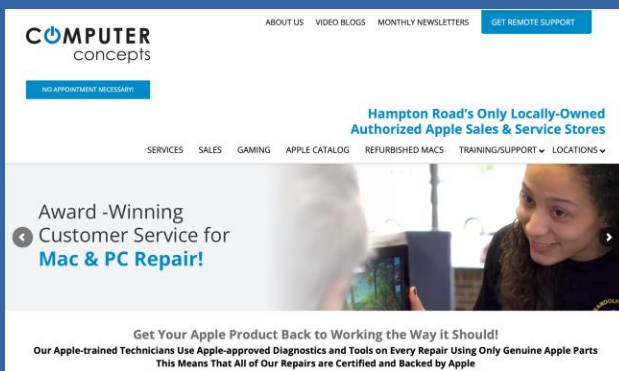
*A Valued Customer Cardholder may use the \$25 credit as authorized by their card for One-On-One Training or Time With a Tech.*

All training sessions are One-On-One which allows for 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 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)

## COMPUTER CONCEPTS LLC

WILLIAMSBURG  
4324 New Town Ave, Ste A  
757-564 3996

YORKTOWN  
4328 George Wash Mem Hwy  
757-873 1580

<https://www.mycomputerconcepts.com>

