

COMPUTER concepts

**Hampton Roads Only Locally Owned Apple
Authorized Sales and Service Stores**



**Authorized
Reseller**

**Authorized
Service Provider**

Hours:

Monday – Friday

9:00 AM – 6 :00 PM

Saturday

10:00 AM – 5:00 PM

Sunday

Closed

JULY 2024 NEWSLETTER

Your Locally Owned Apple Authorized Service Centers

Apple: Service & Sales - Windows: Service & Sales

Williamsburg - Yorktown

Computer Concepts' mission is to provide efficiency, insight, and expertise to help you meet evolving technology requirements.

Contact the Computer Concepts Apple team in our Williamsburg and Yorktown stores for help with all your Apple devices and software.



**COMPUTER CONCEPTS STORES
WILL BE CLOSED ON
INDEPENDENCE DAY, THE 4th OF JULY**
Have fun, Stay Safe, and remember why we
celebrate the 4th of July each year.



School Year 2023-2024 is over. Now is the time to start preparing for the upcoming School Year 2024-2025. What computer items will you require in the new school year and how much time will take to locate and obtain these items?



Computer Concepts Won Coastal Virginia Magazine's GOLD Award for Best Information Technology Company in 2024

The Computer Concepts team sends their appreciation to everyone who Voted for us

**COMPUTER CONCEPTS
COMPETED IN
"VIRGINIA MEDIA'S BEST OF COMPETITION"
FOR THE COMPUTER SERVICE CATEGORY 2024**





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



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

**Voting is Complete!
Results Will be Announced Later this Year
THANKS to All that Took the Time to Vote for Us!**

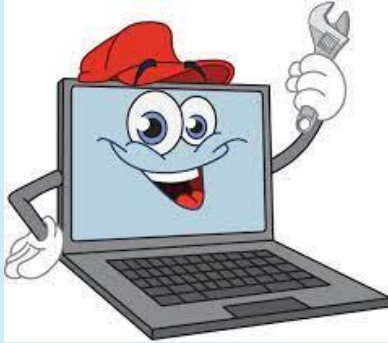
**COMPUTER CONCEPTS IS AN
APPLE AUTHORIZED SERVICE CENTER**

**COMPUTER CONCEPTS CONTINUES TO PROVIDE
SUPERIOR SUPPORT FOR YOUR APPLE
PURCHASES AND SERVICE NEEDS!**

***Did you know that the two
Computer Concepts stores and
the Virginia Beach Apple store are the
only Authorized Apple Service Providers
in the entire 757 Tidewater Area!***



**Computer Concepts
Locations Accept Apple Care
Warranty Repairs!**



**COMPUTER CONCEPTS
COMPUTER TECH
ADVICE**



**Computer Concepts is extending our Spring
Cleaning Special through the Month of July**

**Don't forget the cleanup of your Computers, Printers,
and other tech gear as well. Something as simple as
turning off your computer and blowing the dust out
could provide continued functionality and extend the
life of your computer.**

ATTENTION APPLE USERS APPLE ANNOUNCES NEW MacOS



macOS SEQUOIA

macOS Sequoia (version 15) is the upcoming major release of Apple's macOS operating system. macOS Sequoia was announced at the WWDC, on June 10, 2024.

Sequoia will replace macOS Sonoma.

macOS Sequoia is named after Sequoia National Park, located in the Sierra Nevada mountain range.

The MAC experience gets better than ever with iPhone monitoring, big updates to Safari, highly anticipated games, and Apple intelligence to deliver all-new capabilities.

APPLE announced recently that it will be releasing MAC Operating System 15, Sequoia, in September/October 2024. Are you prepared?

macOS Sequoia supports all Macs with Apple silicon and those with Intel's Xeon-W and 8th-generation Coffee Lake chips or later. macOS Sequoia supports every Mac that supports macOS Sonoma with the exception of the 2018–2019 MacBook Air models with Amber Lake chips. Similar to Sonoma, the 2019 iMac is the only supported Intel Mac that lacks a T2 chip. macOS Sequoia is the first version of macOS to drop support for a Mac with a T2 chip.

WINDOWS NEWS

Microsoft released Windows 11 on October 5, 2021. Microsoft will end support of Windows 10 on October 14, 2025. For current Windows 10 users, there are minimum system requirements for installing Windows 11 on a PC. If your device does not meet these requirements, you may not be able to install Windows 11 on your device and might want to consider purchasing a new PC. If you are unsure whether your PC meets these requirements, Come in and talk with one of our technicians.

ATTENTION BUSINESS OWNERS!
COMPUTER CONCEPTS IS FINALIZING ITS
MANAGED SERVICES PROVIDER PROGRAM

Every business or organization prioritizes the effectiveness of its operations. However, not every business has the resources to maintain its functionality.

A small business typically falls behind a larger company with newer equipment and technology.

A Managed Service Provider can help you in the race to keep up with the bigger companies.

A Managed Service Provider (MSP) is an outsourced company contracted to remotely manage or deliver IT services such as networks, application infrastructure, or security management to a client company or organization. By assuming full responsibility for those services, an MSP determines proactively what technologies and services are needed to fulfill the client's operational and security needs including periodic security compliance certifications.

Besides offering cyber solutions to detect vulnerabilities and threats, an MSP also provides the resources to stop threats before they become detrimental to the organization. An MSP also provides proactive cloud hosting, virtualization, and backups.

Computer Concepts will provide a full MSP or tailored MSP services to assist with your Apple and Cyber Security needs.

**Computer Concepts
Managed Services Program
will include the following four apps:**



Businesses are becoming more dependent on technology requirements that ensure their critical automation network is current and fully functional.

For businesses utilizing an Apple-based network, managing iOS and macOS devices can be a daunting task.

Apple continues to make periodic updates to each of its Operating Systems. Addigy can remotely schedule and deploy these system updates to your macOS, iOS, iPadOS, and tvOS devices keeping them up-to-date and fully functional.

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

As the use of Apple Devices becomes more common in homes 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 security services for your network to help improve your digital operations.

SECURITY COMPLIANCE



THE **FTC SAFEGUARDS RULE IS DESIGNED TO ENSURE THAT COVERED ENTITIES MAINTAIN SAFEGUARDS TO PROTECT THE SECURITY OF SENSITIVE CUSTOMER INFORMATION.**

Any company that receives, maintains, processes, or has access to a client's covered customer information, is required to have "appropriate safeguards" in place to protect them. Covered entities are directed to ask service providers about their information security program, annual risk assessments, and associated data security safeguards in place.

Documenting these answers and whether these safeguards are subjected to testing and continuous systems monitoring is required.

All must be compliant by 2025.
This Service can be provided by
Computer Concepts



Backblaze

World's Easiest
Cloud Backup

Backup Your MAC or PC

Get Peace of mind when your files are backed up securely in the cloud.

Access Anywhere

Access Files anywhere through the Web, IOS, or Android. Wherever you are, your Files will always be with you.

Backblaze will give you Peace of Mind



Peace of Mind is what every computer owner wishes for. This is what every computer owner is looking for. Watchman monitors the overall health of your computer including the system, its hard drive, backups, malware, and other components. Watchman does not allow access to your personal data. Computer Concepts will be offering the WATCHMAN service in our Managed Services Program.

COMPUTER CONCEPTS IS IN THE PROCESS OF UPDATING ITS WEBSITE
Go to MYCOMPUTERCONCEPTS.COM

The screenshot shows the Computer Concepts website. At the top left is the logo 'COMPUTER concepts'. Below it is an AppleCare+ logo. A woman is pointing to a sign that says 'No Appointment Necessary to Service Your Mac!'. To the right, there is a blue banner that says 'NO APPOINTMENT NECESSARY!'. Below that are two Apple logos with the text 'Authorized Service Provider' and 'Authorized Reseller'. Further right are two award logos: '2023 VIRGINIA BEST of AWARDS 2023 Gold Winner Computer Concepts Best IT Company' and '2023 BEST OF WILLIAMSBURG gold winner' and '2023 BEST OF YORKTOWN/ROCKSWATER gold winner'. Below the awards is the text 'The Virginia Peninsula's Trusted Apple, PC and Gaming Computer Repair & Sales Store'. At the bottom of the screenshot is a blue navigation bar with the following links: SALES, SERVICES, APPLE CATALOG, ABOUT US, MEDIA, LOCATIONS.

Our WEBSITE is being updated. Please check out the new "Apple Catalog" selection in the center of the page that will direct you to the catalog of Apple Products we offer.

Simply select the catalog type of item you want for additional information and the desired information page will open.

2024 COMPUTER CONCEPTS

APPLE PRODUCTS CATALOG



APPLE ANNOUNCES ITS NEW M4 CHIPS

Apple has announced M4 chips featuring groundbreaking technologies that deliver dramatically increased performance and unleash new capabilities for Mac.

These chips are now available in the iPad Pro

ACIMA Leasing Services

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

You may Text ACIMA directly.

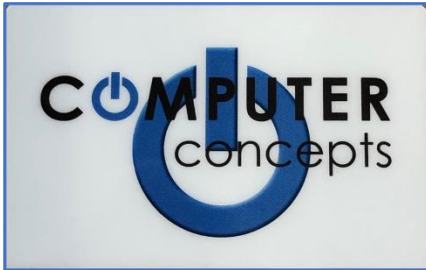


WILLIAMSBURG



YORKTOWN

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 each of our store locations.

Our cards are the perfect choice for Anniversaries, Birthdays, Holidays, Graduations and other

occasions 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!

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.

RECYCLE YOUR OUTDATED "IT" HARDWARE FOR FREE **Help Save The Environment**

Anytime is the right time to clean, service, or replace your current computer hardware. 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 before being discarded.

Computer Concepts accepts broken and too-old computer products dropped off at our stores for free. Our Recycler company picks up those broken products and 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 issues solved in a One-On-One session. One of our classrooms is shown.

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 the \$25 credit as authorized by their card.

GET A 10% DISCOUNT ON SERVICE



Computer Concepts gives a 10% discount on computer services to Seniors, Military Members, First Responders, 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!

COMPUTER CONCEPTS IS AUTHORIZED TO SELL AND REPAIR APPLE COMPUTERS AND OTHER APPLE PRODUCTS

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

Our company provides the industry's highest quality parts, customer experience, sales, and repair. We offer service on your Apple devices under Apple Care.

Our techs also repair Out-of-Warranty Apple computers and tech gear.

Important Notice

There are stores that advertise that they repair Apple products, but they won't be using Authorized Apple Repair Parts and Procedures. Using Non-Apple repair parts can cause problems in Apple computers and could void your computer's warranty.

We also Repair Windows PC Computers & Chromebooks

COMPUTER CONCEPTS LLC

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

YORKTOWN
4328 Geo. Wash Mem Hwy
757-873 1580

<https://www.mycomputerconcepts.com>

