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

AUGUST 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

LABOR DAY, SEPTEMBER 2, 2024

Have fun, Stay Safe, and remember why we celebrate this Holiday each year.

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

COMPUTER CONCEPTS

ALSO 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

2024 Voting is Complete! We're now waiting for the announcement of the winners for this year's VIRGINIA MEDIA'S BEST OF COMPETITION
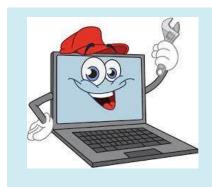
Did You Know That the Two Computer Concepts Stores and The Virginia Beach Apple Store Are the Only Authorized Apple Service Providers In the Entire 757 Tidewater Area!

Both Computer Concepts Locations Accept Apple Care Warranty Repairs!

COMPUTER CONCEPTS COMPUTER TECH ADVICE

Don't forget that preparing for returning to school includes ensuring your computers are also ready. Will your current computer be able to support your new class schedule?

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:

APPLE NETWORK MONITORING

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 and this service can be provided by Computer Concepts

Cloud Backup Storage

- World's Easiest Cloud Backup Backup Your MAC or PC
- Get Peace of Mind When Your Files Are Backed Up Securely in the Cloud
- Unlimited Storage/Computer Subscription
- Access Anywhere
- Access Files anywhere through the Web, IOS, or Android. Wherever you are, your Files will always be with you.

Security Monitoring

Peace of Mind is what every computer owner wishes 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 WEBSITE HAS BEEN UPDATED

Visit HTTPS://MYCOMPUTERCONCEPTS.COM

Our WEBSITE has been recently redesigned. 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. You will see the page below. 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

MacBook Air M2	MacBook Pro 13-inch M2	MacBook Air M1	MacBook Pro 14 & 16-in M1
Mac mini M1	Mac Studio	iMac 24-inch M1	Mac Pro

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.

Offered by acima Leasing.

Get what you want without using credit*

Text **41079** to **22462** to apply!**

WILLIAMSBURG

Offered by acima Leasing.

Get what you want without using credit*

Text **40978** to **22462** to apply!**

YORKTOWN

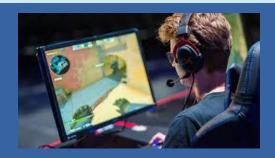## EVERYBODY LOVES RECEIVING A GIFT CARD!

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 for any dollar amount.

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. We are your Apple Authorized Reseller and Service Provider in Hampton Roads.

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

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

Important Notice

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

Computer Concepts technicians also repair Windows PC computers and Chromebooks.

WILLIAMSBURG	YORKTOWN
4324 New Town Ave, Ste A	4328 George Wash Mem Hwy
757-564 3996	757-873 1580

https://www.mycomputerconcepts.com