

# COMPUTER concepts

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



## Hours:

Monday – Friday	9:00 AM – 6 :00 PM
Saturday	10:00 AM – 5:00 PM
Sunday	Closed

## OCTOBER 2024 NEWSLETTER

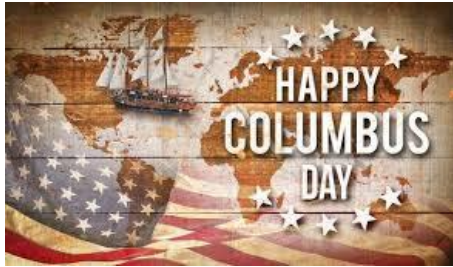
Your Locally Owned Apple Authorized Service Centers

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 at our Williamsburg and Yorktown stores for help with all your Apple devices and software



Columbus Day 2024 is the annual observance that commemorates Christopher Columbus's historic voyage to the Americas on October 12, 1492.

Christopher Columbus and his crew departed from Spain on August 3, 1492. It was his first voyage across the Atlantic Ocean. The Italian explorer set sail with ninety men and three ships: the Niña, the Pinta, and the Santa Maria.



Costume Safety is important for a Night of Trick or Treating!

Here's some tips!

Make sure costumes fit well and aren't too tight or baggy. Hem skirts and pants to prevent tripping. Avoid costumes with flowing materials or excess material.

When possible, choose face paint over masks, which can limit vision.

Put a strip of reflective tap on your kids clothes. Check the sweets your child was given. Never let them go in a dark house.



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

COMPUTER CONCEPTS ALSO WON GOLD IN "VIRGINIA MEDIA'S BEST OF COMPETITION" FOR THE COMPUTER SERVICE CATEGORY FOR 2024





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



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

**A Special Thank You To All Who Supported 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**

*Back To School*

Computer Clean Up / Tune Up Special

CLEAN UP YOUR MAC OR PC FOR JUST

**\$89.99**



**School is in Session, Do You Know if Your Computers  
Support Your School's Class Requirements?**

**If Not, Christmas is Not That Far Away!**

## **APPLE USERS!**

### **New Features in Apple Os Sequoia 18**

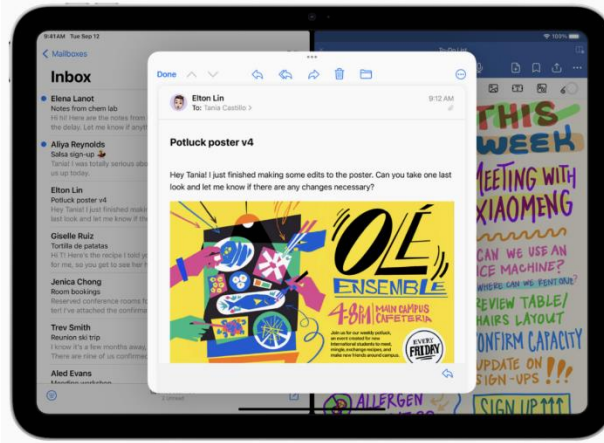
**Yes, New Features and Improvements Mainly Focused on Productivity!**



## **iPhone OS**

**iOS 18 brings new ways to customize the iPhone experience, relive special moments, and stay connected. Customize your iPhone further by arranging your Home Screen, your Lock Screen, and Control Center in all-new ways. Photos deliver the biggest redesign ever to make it even easier to relive your special moments. Staying connected with friends and family is even better with new ways to express yourself in Messages. A new hiking experience in Maps and updates to Wallet enable you to explore the world further. iOS 18 also brings new features to Safari, Journal, Notes, Phone, and so much more.**

**For information on the security content of Apple software updates, please visit the website below. <https://support.apple.com/100100>**



## iPad OS

iPadOS 18 is the newest version of iPadOS, the software that runs on the iPad.

iPadOS 18 incorporates many of the same features [that are in iOS 18](#), including all of the new

AI (Artificial Intelligence) capabilities that Apple has in store, but there are also some notable iPad-specific changes. Both iOS 18 and iPadOS 18 are built around Apple Intelligence (AI). Apple Intelligence is deeply integrated into iOS 18, iPadOS 18, and macOS Sequoia.

Apple Intelligence improves writing across the operating system, makes Siri much smarter, and allows for multiple forms of content generation. Writing Tools will be available across most apps that support text for rewriting, polishing, proofreading, and summarizing content. You can change your tone, make your writing more concise, and ensure there are no spelling or grammar errors.

A new Image Playground app lets you generate images using prompts or Apple's suggestions and themes. You can incorporate pictures of your friends and family to make all kinds of fun custom photos in styles that include Animation, Illustration, or Sketch. Image Playground image generation is built into Messages, Notes, and other apps.

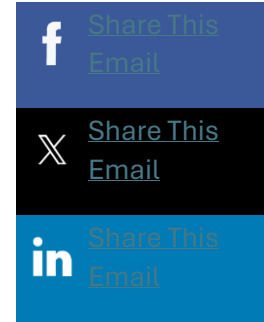


## **Apple Watch OS**

**Apple watchOS 11 is the newest version of watchOS, the operating system that runs on the Apple Watch. As with every new watchOS update, watchOS 11 introduces a range of new health, fitness, and communication features.**

**Smart Stack gains new widgets in watchOS 11, including Shazam, Photos, and Distance. The Smart Stack can suggest widgets based on time, date, location, and daily routines, presenting the content that is needed most at any given time. Interactive widgets let users access app features directly from the Smart Stack, and the Smart Stack also now supports Live Activities.**

**Check In is available on the Apple Watch, including during workouts. Users who are going to the gym or heading out on a run can start the Check In process from the Workout app so a friend or family member can keep an eye out for their workout to end. Check In on Apple Watch works from the Messages app, too.**



## iMac OS SEQUOIA

macOS Sequoia (version 15) is a major release of [Apple's macOS](#) operating system.

Sequoia replaces 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.

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 into one of our stores 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: Addigy, SECURITY COMPLIANCE, BackBlaze, and Watchman Monitoring



## **ADDIGY**

**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 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**

**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**



**WATCHMAN**  
M O N I T O R I N G

**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 with our Managed Services Program.**

# COMPUTER CONCEPTS WEBSITE HAS BEEN UPDATED

Visit "MYCOMPUTERCONCEPTS.COM"

**COMPUTER**  
concepts



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

NO APPOINTMENT NECESSARY!



Authorized  
Service Provider



Authorized  
Reseller



The Virginia Peninsula's  
Trusted Apple, PC  
and Gaming Computer  
Repair & Sales Store

[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. 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.

The M4 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 Want  
*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. Computer Concepts is 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

4324 New Town Ave, Ste A

757-564 3996

### YORKTOWN

4328 George Wash Mem Hwy

757-873 1580