

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

DECEMBER 2024 NEWSLETTER

Your Locally Owned Apple Authorized Service Centers

Apple: Service & Sales

Windows: Service & Sales

Williamsburg - Yorktown

COMPUTER CONCEPTS WISHES ALL OUR CUSTOMERS, FRIENDS
& RELATIVES THE VERY BEST DURING THIS HOLIDAY SEASON!



**HAVE A VERY HAPPY NEW YEAR!
STAY SAFE DURING THE HOLIDAYS!**



2024

CHRISTMAS EVE	10:00 AM - 2:00 PM
CHRISTMAS DAY	CLOSED
26 DECEMBER	CLOSED
NEW YEAR'S EVE	10:00 AM - 2:00 PM
NEW YEAR'S DAY	CLOSED

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



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



Williamsburg's Virginia Gazette



Yorktown's Daily Press

A Special Thank You To All Who Supported Us In the "Virginia's Best of" Contests

**COMPUTER CONCEPTS IS AN APPLE AUTHORIZED SERVICE CENTER
Provides Superior Support For Your Apple Purchases!**

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

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



Computer Concepts stores in Yorktown and Williamsburg Accept Apple Care Warranty Repairs!



**COMPUTER CONCEPT'S
COMPUTER TECH ADVICE IS
TOP NOTCH!**

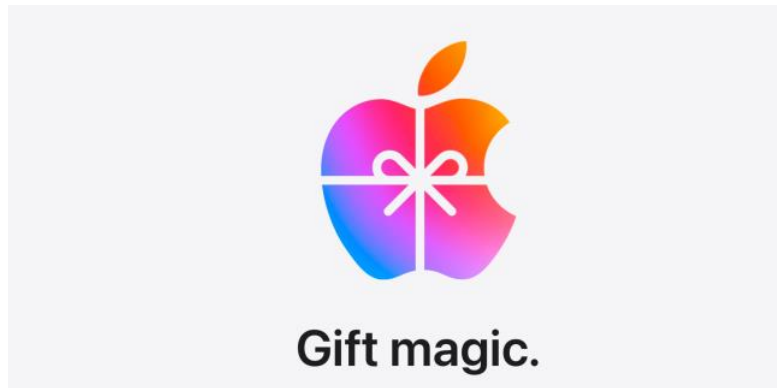


Students use computers to learn for the future! Classes in technology, science, math, English, Biology, and many other classes to name just a few.

If your student's computer isn't working properly, it could make your student work harder than usual.

So don't give up on your student's computer issue! Contact Computer Concepts' Tech team to save you time, money, and frustration with repairs.

Christmas is not that far away! Ask one of our technicians to help your student or you find the right computer for Christmas. A new computer in December will make it easier for your student to do well in 2025 and for years to come.



Apple unveils the new iMac with M4, supercharged by Apple Intelligence and available in fresh colors

The world's best all-in-one desktop features even more performance, a nano-texture display option, a 12MP Center Stage camera, and Thunderbolt 4 connectivity — all in a strikingly thin design



Mac mini

Size down. Power up.

Available starting 11.8



New MacBook Pro M4



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 Windows 10 computer. If your device does not meet the minimum requirements, you may not be able to install Windows 11 on your device and you should consider purchasing a Windows 11 computer.

If you are unsure whether your PC meets these new requirements, visit our Yorktown or Williamsburg store to talk with one of our very smart computer Technicians.

ATTENTION BUSINESS OWNERS! COMING SOON! MANAGED NETWORK & COMPUTER SERVICES!

Every business or organization prioritizes the effectiveness of its operations. However, not every business has the resources to maintain its functionality. Many small businesses typically fall behind a larger company with newer equipment and technology.

A Managed Service Provider can help you stay 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, & Watchman 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.



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
For Your MAC or PC**

Get Peace of Mind when your files are backed up securely to a Cloud Backup.

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. 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.

VISIT OUR WEBSITE!

COMPUTER CONCEPT'S WEBSITE HAS BEEN UPDATED WITH NEW FEATURES!
SEE THEM ALL ONLINE AT "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](#)

2024 COMPUTER CONCEPTS APPLE PRODUCTS CATALOG

Take a look at the new "Apple Catalog" featuring the new Apple Products shown below.

Simply "click" on the catalog type you are interested in for additional information and the desired information page will open.



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

ACIMA Leasing Services

COMPUTER CONCEPTS has teamed with ACIMA Leasing Services to allow for time payments on your purchases. Text ACIMA directly from the below:



WILLIAMSBURG



YORKTOWN

GIVE COMPUTER CONCEPTS GIFT CARDS! EVERYBODY LOVES TO RECEIVE A GIFT CARD!



Computer Concepts Gift Cards are available in any value and redeemable at each of our store locations.

They are the perfect for anniversaries, birthdays, holidays, graduations or any other occasion when you're just not sure what to give.

RECYCLE YOUR OUTDATED "IT" HARDWARE Help Save The Environment For Free

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.

FOR GAMERS



All Gamers want the best experience they can bring out of their systems. They are always searching for new ways to improve them by swapping components and adding new accessories to improve their competitive edge. Don't hesitate to ask us how to build your Gaming skills and make your experience better.

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, 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 AN AUTHORIZED SALES AND REPAIR STORE FOR 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 the Only Apple Authorized Reseller and Service Provider in Hampton Roads. We provide 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.

VERY IMPORTANT NOTICE

There are stores in our area that advertise 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. Please Call Computer Concepts if you think someone is using non-Apple repair parts to repair an Apple device.

Computer Concepts technicians also repair Windows PC Computers and Chromebooks

WILLIAMSBURG

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757-564 3996

YORKTOWN

4328 George Wash Mem Hwy

757-873 1580

<https://www.mycomputerconcepts.com>

