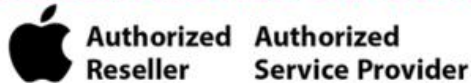


COMPUTER concepts

**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

NOVEMBER 2024 NEWSLETTER

Your Locally Owned Apple Authorized Service Centers

Apple: Service & Sales - Windows: Service & Sales

Williamsburg - Yorktown

COMPUTER CONCEPTS SALUTES ALL OUR VETERANS

VETERANS DAY is November 11, 2024

We Are Open! Veterans Receive 10% Off Services



THANKSGIVING HOURS



Wednesday Nov 27

Open 8 AM - 6 PM

Thursday Nov 28 Thanksgiving -
Closed

Friday Nov 29 - Closed

Saturday Nov 30

Open 9 AM - 5 PM

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

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



**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
In the Virginia Best and Best of Contests!**

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

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 Stores in
Yorktown and Williamsburg Accept
Apple Care Warranty Repairs!**



COMPUTER CONCEPTS COMPUTER TECH ADVICE IS TOP NOTCH!

COMPUTER CONCEPTS ATTENDS NATIONAL AMSC CONFERENCE

Apple Solutions Marketing Corporation (ASMC) is the largest trade organization of US and Canadian Apple Authorized Resellers and Authorized Service Providers. ASMC provides the forum for ensuring that ASMC members are current with the evolving Apple Procedures, Sales and Service Requirements and Practices providing early insights into both New Hardware and Operating System releases.

Three Computer Concepts Owner/Managers attended the ASMC Annual Conference in St Petersburg, Florida, on October 21-24, 2024. Attending this conference allows Computer Concepts to ensure we are prepared to provide the best Sales and Service to our Customers. We also attended other insightful follow-up meetings on Data Security and Cyber Compliance.





Students use computers to learn Technology, science, math, English, Biology, languages, 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.

BACK TO SCHOOL Special is for a limited time only!

Back To School

Computer Clean Up / Tune Up Special

CLEAN UP YOUR MAC OR PC FOR JUST

\$89.99

APPLE USERS!

New Features and Improvements Focused on Productivity in Apple OS Sequoia 18



iPhone OS

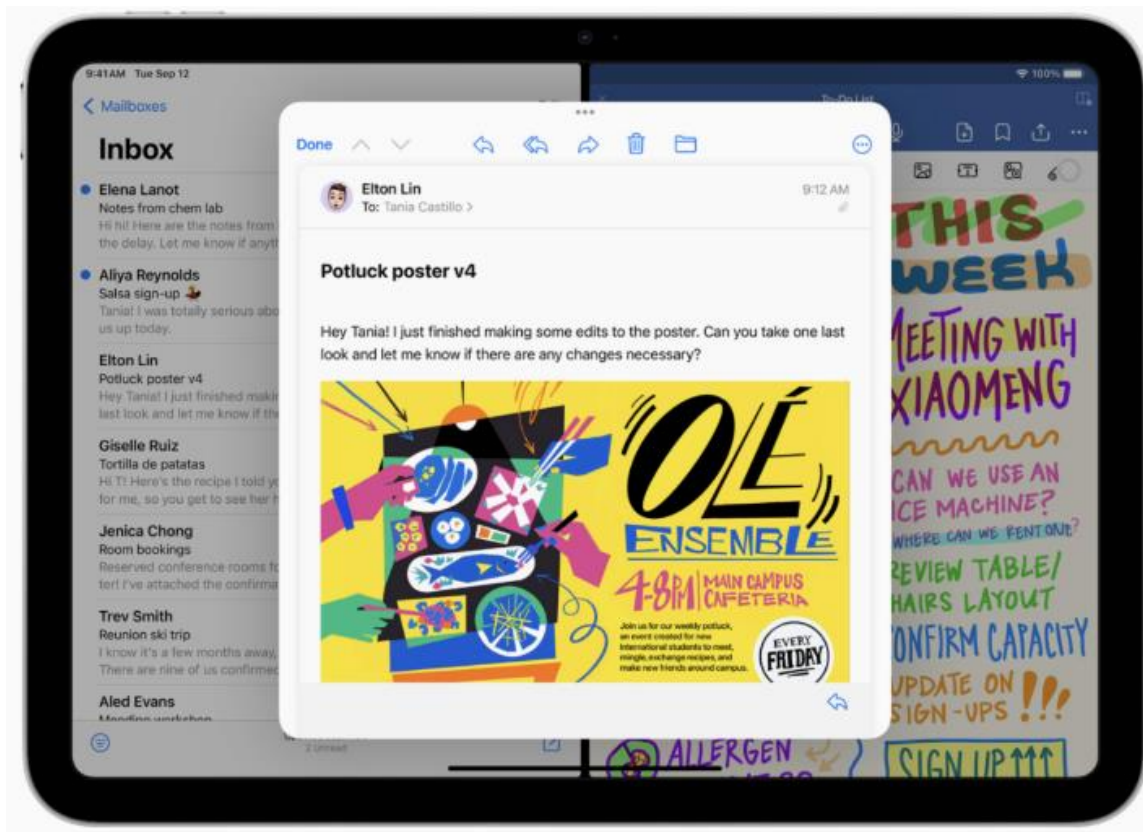
iOS 18 brings new ways to customize the iPhone experience, remember events, stay connected, and customize your iPhone. OS 18 works with your Home Screen, Lock Screen, and Control Center in new ways. Photos redesign makes it easier to keep special moments and stay connected with friends and family. Use the new Messages to express yourself much better. Maps provides a new hiking experience, and Wallet lets you explore the world further. iOS 18 also brings new features to Safari, Journal, Notes, and Phone. See more details: <https://support.apple.com/100100>



Apple Watch OS

watchOS 11 is the newest version of watchOS, that runs on the Apple Watch. WatchOS introduces new health, fitness, and communication features.

Smart Stack gains new widgets including Shazam, Photos, and Distance. Widgets based on time, date, location, and daily routines, provide content that is needed at any given time. Interactive widgets let users app features directly from the Smart Stack. Apple Watch Check In is available including during workouts. A user going to the gym or a run can start Check In from the Workout app and track their times. Check In works from the Messages app as well.



iPad OS

iPadOS 18 is the newest version of iPadOS, the software that runs on the iPad. iPadOS 18 includes iOS 18 and features [iOS 18](#), including AI (Artificial Intelligence) capabilities from Apple. There are iPad-specific changes in iOS 18 and iPadOS 18 that are built around AI and integrated into iOS 18, iPadOS 18, and macOS Sequoia.

Apple Intelligence improves writing across the operating system, makes Siri smarter, and allows multiple forms of content generation. Writing Tools are available in most apps that support text for summarizing, proofreading, rewriting, and polishing making writing more concise, and ensures 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 friends and family, and make fun photos in styles that include Animation, Illustration, or Sketch. Playground image generation is built into Messages, Notes, and other apps.



iMac OS SEQUOIA

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

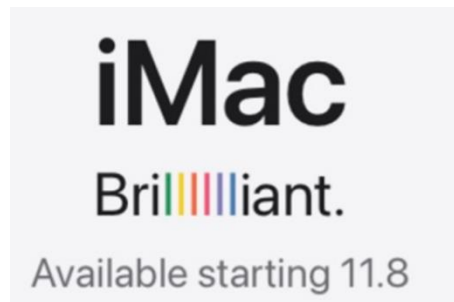
macOS Sequoia is named after [Sequoia National Park](#), located in the [Sierra Nevada](#) mountain range.

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.



Mac mini
Size down. Power up.
Available starting 11.8



MacBook Air & Pro (M4)

Available Starting 11. 8

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 MANAGED SERVICES PROVIDER PROGRAM AVAILABLE SOON!

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 (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 Features the following apps:

Addigy, SECURITY COMPLIANCE, BackBlaze, and 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.



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.



Backblaze

World's Easiest Cloud Backup For Your MAC or PC

**Get Peace of Mind When Your Files Are
Backed Up Securely in the Cloud**

Unlimited Storage/Computer Subscription

Access Anywhere



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 WEBSITE IS UPDATED
WITH NEW FEATURES!**

VISIT US AT "MYCOMPUTERCONCEPTS.COM"

COMPUTER
concepts

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

NO APPOINTMENT NECESSARY! Authorized Service Provider Authorized Reseller

AppleCare+

No Appointment Necessary to Service Your Mac!

VIRGINIA BEST of BUSINESS AWARDS
2024 Gold Winner
Computer Concepts
Best IT Company
Greater VIRGINIA
COUNCIL

WILLIAMSBURG
2023 BEST of BUSINESS
gold winner

YORKTOWN/GLOUCESTER
COUNTY
2023 BEST of BUSINESS
gold winner

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

SALES SERVICES APPLE CATALOG ABOUT US MEDIA LOCATIONS

Check Out the New "Apple Catalog" Featuring New Apple Products. Simply "Click" the Catalog Type of Item You Want for Additional Information!

2024 COMPUTER CONCEPTS APPLE PRODUCTS CATALOG



ACIMA Leasing Services

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

Offered by **acima** Leasing.

Get what you want without using credit*

Text 41079 to 22462 to apply!

*Acima offers lease-to-own transactions. "The No Credit Option" or "Shop Without Using Credit" means this is not a loan, credit, or financing. Acima obtains information from consumer reporting agencies in connection with a lease application. We consider multiple data points during application review and regularly approve consumers with less than perfect credit history. Acima Cash Price includes a markup over invoice price. Acquiring ownership by leasing costs more than the retailer's cash price. Not available in MD, NJ, NY, or VA. Not all applications are approved. See dealer for details. **One-time messaging program. Message and data rates may apply. Text HELP to 22462 for more information, or call Acima at 800-237-1882. Text STOP to 22462 to be removed from recurring messages from Acima. Acima.com/privacy-policy • Acima.com/terms-of-service

WILLIAMSBURG

Offered by **acima** Leasing.

Get what you want without using credit*

Text 40978 to 22462 to apply!

*Acima offers lease-to-own transactions. "The No Credit Option" or "Shop Without Using Credit" means this is not a loan, credit, or financing. Acima obtains information from consumer reporting agencies in connection with a lease application. We consider multiple data points during application review and regularly approve consumers with less than perfect credit history. Acima Cash Price includes a markup over invoice price. Acquiring ownership by leasing costs more than the retailer's cash price. Not available in MD, NJ, NY, or VA. Not all applications are approved. See dealer for details. **One-time messaging program. Message and data rates may apply. Text HELP to 22462 for more information, or call Acima at 800-237-1882. Text STOP to 22462 to be removed from recurring messages from Acima. Acima.com/privacy-policy • Acima.com/terms-of-service

YORKTOWN

GIVE COMPUTER CONCEPTS GIFT CARDS!



Computer Concepts Gift Cards Are Available at Each of Our Stores and Redeemable at Either

Our Cards Are the Perfect Choice for Anniversaries, Birthdays, Holidays, Graduations, and Other Occasions When You're Just Not Sure What to Give

GAMERS



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

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.

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**

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

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>

