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

January 2025 NEWSLETTER

Your Locally Owned Apple Authorized Service Centers

Apple & Windows Service & Sales

Williamsburg - Yorktown

NEW YEAR'S EVE - DECEMBER 31

Computer Concepts Store Hours

NEW YEAR'S EVE OPEN 10:00 AM - 2:00 PM

NEW YEAR'S DAY JANUARY 1 - CLOSED

JANUARY 2, OPEN 9:00 AM - 6:00 PM

HAPPY NEW YEAR EVERYONE!

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 Wins 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 COMPUTER SERVICE CATEGORY 2024

Computer Concepts Williamsburg Virginia Gazette's Campaign

Computer Concepts Yorktown Daily Press Campaign

A Special Thank You To All Who Supported OUR WINS In the Virginia Best and Best of Contests In 2024! We Appreciate Your Continued Support In 2025

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 of Our Computer Concepts Stores Accept Apple Care Warranty Repairs!

TAX DAY IN 2025 FALLS ON TUESDAY, APRIL 15!

This year's Deadline to File Form 4868 and request an extension is April 15, 2025. Missing the Tax Deadline can present serious consequences including penalties and interest. The Deadline to receive W-2 and 1099 forms, is Jan. 31, 2025. Don't wait to start preparing for the 2025 Tax Season. It's time to start developing your plan for preparing your 2024 Taxes. Save money by preparing your own 2024 tax forms.

If your plan includes the use of your computer, now is the time to have it checked and serviced by our tech team. Remember, the average Hard Drive has a life expectancy of only 3 to 5 years. Computer Concepts can help you with any computer issues you might have.
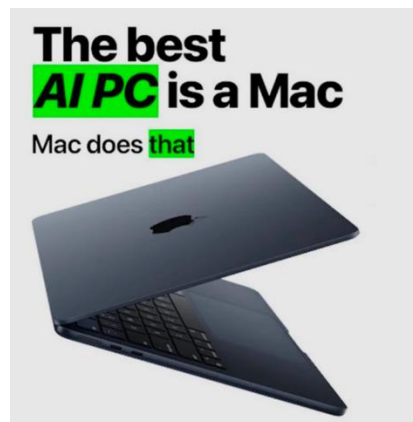
Personal Property tax in Virginia is due two times a year, on June 25th and December 5th. Whenever tax due dates falls on a weekend, it automatically extends to the next business day. Virginia's Personal Property Tax Rate is 3.96% of the assessed value for each calendar year.

Our tech team is excited about Apple's recent product introduction! The all-new iMac, Mac mini, and MacBook Pro are supercharged by the next generation of Apple silicon and built for Apple Intelligence. Apple products, by design, are easy for businesses to integrate and scale in their organization.

The Computer Concepts team works to reduce the friction that can be part of the deployment process. This means new devices arrive in the hands of users more quickly. Our Tech team understands the importance of helping prepare our customer's organization for deploying and managing Apple devices.

Mac is engineered for what's next. Are you?

An all-new Mac lineup has graced the market. Are you diving into the sea of opportunity? Last quarter, AI-capable PC shipments grew 49% over Q2 and are expected to become the majority in just a few years. Today, every Mac is AI-capable including the most affordable base models.

Gift magic.

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

Brother iPrint&Scan

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 computer and other necessary equipment can't meet minimum Windows 11 requirements, you may not be able to install Windows 11. If this happens, consider purchasing a slightly used or new Windows 11 computer.

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

ATTENTION BUSINESS OWNERS!

COMPUTER CONCEPTS
MANAGED SERVICES PROVIDER PROGRAM
WILL BE AVAILABLE VERY SOON

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 will help you stay in the race to keep up with the bigger companies. The 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

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 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 companies must be compliant by 2025!

World's Easiest Cloud Backup
Backup Your MAC or PC

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

- **Unlimited Storage/Computer Subscription**

- **Provides Access Anywhere**

- **Access Files Anywhere Through the Web, Ios, or Android. Wherever You Are, Your Files Will Always Be with You!**

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 WITH NEW FEATURES!
SEE THEM ALL ONLINE AT HTTPS://MYCOMPUTERCONCEPTS.COM

COMPUTER CONCEPTS WEBSITE

Take a look at our website's "Apple Catalog" that features Apple Products 2024 products

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

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!**

*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 customers 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 MN, NJ, WI, or WY. Not all applicants are approved. See lease for details. **One-time messaging program. Message and data rates may apply. Text HELP to 22462 for more information, or call Acima at 801-297-1982. Text STOP to 22462 to be removed from receiving messages from Acima. Acima.com/privacy-policy • Acima.com/terms-of-service

WILLIAMSBURG

Offered by **acima** Leasing.

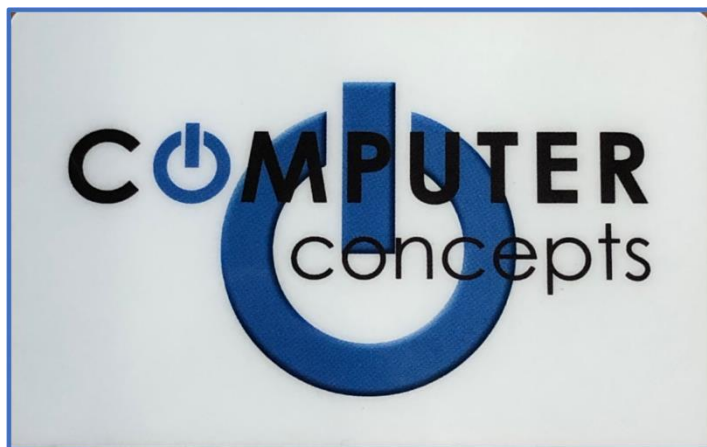**Get what you want without using credit***

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 customers 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 MN, NJ, WI, or WY. Not all applicants are approved. See lease for details. **One-time messaging program. Message and data rates may apply. Text HELP to 22462 for more information, or call Acima at 801-297-1982. Text STOP to 22462 to be removed from receiving messages from Acima. Acima.com/privacy-policy • Acima.com/terms-of-service

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.

GAMERS

All Gamers want the best experience they can get out of their system 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 ALL 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
Computer Concepts Provides the Industry's Highest Quality
Parts, Customer Experience, Sales, and Repair * We Offer Service on All 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 for Apple computers and could even void it'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

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

https://mycomputerconcepts.com