

COMPUTER concepts



Consultants
Network



Authorized
Reseller



Authorized
Service Provider

Your #1 Local Source for All Things APPLE !!
APPLE CARE + REPAIR CENTER

APPLE & WINDOWS

SALES

SERVICE

Annual Winner
BEST COMPUTER SERVICE
In Area

Hours:

Monday - Friday

9:00 AM - 6:00 PM

Saturday

10:00 AM - 5:00 PM

Sunday

CLOSED

April 2025 NEWSLETTER

Your Locally Owned Apple Authorized Service Centers
Apple: Service & Sales | Windows: Service & Sales
Williamsburg - Yorktown



CHILD ABUSE AWARENESS MONTH Celebrated During The Month Of April



APRIL FOOL'S DAY! CELEBRATED APRIL 1ST



PASSOVER - April 12th thru 20th



HAPPY EASTER SUNDAY - APRIL 20TH



HAPPY EARTH DAY 2025 - Tue, April 22

OUR MISSION 2025

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 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

COMPUTER CONCEPTS IS AN APPLE AUTHORIZED SERVICE CENTER

Providing Continuing Superior Support For Your Apple Purchases and Service Needs!

DID YOU KNOW?

The Yorktown and Williamsburg Computer Concepts stores and the Virginia Beach Apple Store are the only Authorized Apple Service Providers in the entire 757 Area!



**Computer Concepts Accept
Apple Care Warranty Repairs!**



**COMPUTER CONCEPTS TECH
ADVICE IS TOP NOTCH!**

Put Apple Technology to work for Your Business!

Computer Concepts - *Your Local IT Services & Support Company*
A member of the Apple Consultants Network

The Apple Consultants Network features independent professional service providers and technology consulting firms that specialize in Apple and third-party solutions. Certified for Apple technologies, our members deliver on-site technology services and support to home users and businesses of all sizes.





TAX DAY FALLS ON TUESDAY, APRIL 15!

Tax Day is the Deadline to File Form 4868 and request an extension. This form must be filed on or before the original due date of your tax return.

NOTE: If you miss the April 15 deadline, the IRS will consider your return late. Missing the Tax Deadline can present serious consequences including penalties and interest. "There are no IRS-issued guidelines or allowances that will let you skip filing taxes for a year."

The Personal Property Tax in Virginia is due on June 25th and December 5th. When a tax due date falls on a weekend, it automatically extends to the next business day. Virginia Property Taxes are used primarily to fund local amenities and services such as public schools, road maintenance, public safety, and municipal infrastructure.

The Virginia, Personal Property Tax Rate is 3.96% of the assessed value for each calendar year.

If you have a computer, it would be a good time to have your Computer Checked and Serviced by the Tech Team at Computer Concepts. Did you know the average computer Hard Drive has a life expectancy of only 3 to 5 years.

Computer Concepts can help you with any computer issues. Call for information or drop by one of our stores to talk with one of our technicians.



The new iPhone 16E



The new [iPhone 16E](#) replaced the iPhone SE and iPhone 14 inch in February 2025. The iPhone 16e is Apple's new entry-level \$599 iPhone with an A18 chip.

Apple Intelligence is included to support the iPhone A18 chip.

Current Specs

- iPhone 16E has Face ID instead of Touch ID
- USB-C
- a 6.1-inch display camera
- Apple C1 modem chip
- A18 chip
- Apple Intelligence

MacBook Air



Apple's lowest-cost notebook starts at \$999 and is available in 13-inch and 15-inch sizes. In March 2025 Apple launched updated 13-inch and 15-inch models equipped with Apple's M4 chip. The MacBook Air is Apple's most popular computer and it is the best machine for most people.

Current Specs

- 13.6" or 15.3" screen size
- 2560 x 1664 (13-inch) or 2880 x 1864 (15-inch) Liquid Retina display w/ True Tone
- 2560 x 1664 (13-inch) or 2880 x 1864 (15-inch) Liquid Retina display w/ True Tone
- Up to 32 GB RAM
- Up to 2 TB SSD
- Touch ID
- Thunderbolt/USB-C
- Four colors including the new Sky Blue

• 13.6-inch:

Starting at \$999 with 10-core CPU, 8-core GPU, 16 GB memory & 256 GB storage

• 15.3-inch:

Starting at \$1,199 with 10-core CPU, 10-core GPU, 16 GB memory & 256 GB storage

- Starting at \$999 with 10-core CPU, 8-core GPU, 16 GB memory & 256 GB storage.



Mac Studio

Apple's newest pro Mac desktop, priced starting at \$1,999. The Mac Studio is a pro-oriented desktop Mac that's a hybrid between a Mac mini and a Mac Pro. Equipped with an M4 Max or M3 Ultra chip and tons of ports.

The Mac Studio is one of Apple's most powerful custom Apple silicon-based Macs, offering extreme performance and a wide range of ports in a compact, desktop form factor.

- M4 Max/M3 Ultra chips
- Up to 32-core CPU, up to 80-core GPU
- \$1,999 starting price
- Up to 512GB Unified Memory
- Up to 16TB SSD
- Up to 6 Thunderbolt 5 ports

Apple designed the Mac Studio to provide impressive performance, connectivity, and functionality in a more affordable and compact form than the Mac Pro. Apple refreshed the Mac Studio in March 2025, adding faster chips and Thunderbolt 5, but keeping the design and other specs the same.



iPad

Apple's 11-inch iPad with Apple Pencil and Magic Keyboard Folio support, starting at \$349. The "iPad" is Apple's low-priced mainstream iPad, updated in March 2025 with the A16 chip and higher storage tiers of 128, 256, and 512GB.

11th-Gen iPad

- A16 chip
- 11-inch display
- \$349 starting price tag
- 128, 256, and 512GB capacities
- Apple Pencil support
- 12-megapixel Ultra Wide front camera with Center Stage
- 12-megapixel rear camera
- Touch ID

The [iPad mini](#) starts at \$499 and has a faster A17 Pro chip. On the other hand, for an iPad with better specifications, there is the \$599 [iPad Air](#), which offers a faster M3 chip. The iPad 11 does not support Apple Intelligence.



iPad Air and iPad A16

iPad Air and iPad A16 launched on March 4. MacBook Air M4 and M4 Max Mac Studio was presented on March 5.

Apple's iPad Air is the middle-tier iPad starting at \$599 in 11-inch and 13-inch size options. Apple's 2025 iPad Air features 11-inch and 13-inch display options, M3 chip, Touch ID power button, and optional 5G connectivity.

- 11-inch or 13-inch Liquid Retina display
- True Tone and Wide color
- M3 chip
- Optional 5G connectivity
- Landscape 12-megapixel front camera w/ Center Stage
- Touch ID in the power button
- Blue, Purple, Starlight, and Space Gray color options
- New Magic Keyboard accessory
- Starts at \$599 for 11-inch and \$799 for 13-inch

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 READY?



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.

New

Mac mini M4 or M4 Pro chip





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



New MacBook Pro M4



WINDOWS NEWS

Microsoft will end support of Windows 10 on October 14, 2025.

Microsoft released Windows 11 on October 5, 2021.

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 new or lightly used Windows 11 computer.

If you are unsure whether your PC meets these new requirements, contact our Williamsburg or Yorktown store to talk with one of our knowledgeable technicians.

**ATTENTION BUSINESS OWNERS!
COMING SOON!**

COMPUTER CONCEPTS MANAGED SERVICES PROVIDER PROGRAM

Managed Service Provider

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! This Service can be 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 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.



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.

COMPUTER CONCEPTS 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

COMPUTER CONCEPTS WEBSITE

Our website has the new "2025 Apple Catalog" that features the new Apple Products shown below. Simply scroll down our Website to the current Apple Products Catalog section. Then "Click" on the product you are interested in. Your information page will open automatically for you to view.

2025 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.



WILLIAMSBURG



YORKTOWN

GIVE YOUR FAMILY & FRIENDS COMPUTER CONCEPTS GIFT CARDS!

EVERYBODY LOVES TO RECEIVE A GIFT CARD!



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

Our cards are the perfect choice for Birthdays, Anniversaries, Holidays, Graduations, and other occasions. Gift cards are available in any dollar amount!

GAMERS



All Gamers want the best experience they can 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 up 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 products have Hazardous Waste that must be processed by a registered Hazardous Waste professional to make discarded items safe!

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.

COMPUTER CONCEPTS IS AUTHORIZED TO SELL AND REPAIR APPLE COMPUTERS AND OTHER APPLE PRODUCTS

Since 2008, Computer Concepts has continued to establish 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 your Apple devices, covered under Apple Care. Our techs also repair Out-of-Warranty Apple computers and tech gear.

A VERY IMPORTANT NOTICE!

There are stores in our area that advertise they repair Apple products. However, they might not 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 contact Apple.Inc if you think someone is using non-Apple repair parts to repair an Apple device of yours or someone you know.

Computer Concepts technicians also repair Windows PC Computers and Chromebooks

WILLIAMSBURG

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YORKTOWN

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<https://www.mycomputerconcepts.com>