

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

August 2025 NEWSLETTER

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

Williamsburg - Yorktown

WINDOWS COUNTDOWN

It's Getting Closer!

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 will 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 computer Technicians. Call Computer Concepts in Yorktown [\(757\) 873-1580](tel:7578731580) or Williamsburg [\(757\) 564-3996](tel:7575643996).

APPLE COUNTDOWN

Also Getting Closer!

Some Apple Devices Will Be Losing Support in October 2025. *What You Need to Know!*

Why Does Apple Drop Support for Older Devices?

Apple prioritizes optimizing its software for newer hardware. As devices age, their processors and hardware struggle to keep up with the demands of the latest operating systems. Phasing out support ensures Apple can deliver better performance and new features to its current lineup while maintaining a high standard of user experience.

Which Apple Devices Will Lose Support in 2025?

iPhone:

- iPhone XR (Released in 2018)
- iPhone XS and XS Max (Released in 2018)

These iPhone versions will Not Support iOS 19

iPad:

- iPad (7th Generation) (Released in 2019)
- iPad Pro (1st and 2nd Generation) (Released in 2015–2017)

The models listed above will no longer receive iPadOS updates.

Mac:

- MacBook Pro (2018 models)
- Mac Mini (2018 models)
- iMac Pro (Released in 2017)

Apple typically ends macOS support for devices over seven years old. This means the listed models will likely stop receiving major macOS updates.

What Does this Mean To You?

If you own one of these devices seen in red above, you will miss out on the new features introduced in iOS 19, iPadOS 19, or macOS 16. *What this means is your device will face heightened security risks as it will be more susceptible to malware and cyberattacks.* You may also encounter app compatibility issues. Developers rarely update their app API, (Application Programming Interface), to support older operating systems - this could result in crashes or reduced functionality.

What Are Your Options?

If your device is not going to be supported in the future, here's what you can do:

You Can Upgrade to a newer iPhone, iPad or Mac!

If you need help, call Computer Concepts in Yorktown [\(757\) 873-1580](tel:7578731580) or Williamsburg [\(757\) 564-3996](tel:7575643996) to speak to one of our computer technicians. You'll be glad you did.



AUGUST 25th Is The First Day of School For Most Area Students

In the York and Williamsburg area, there are two main public school divisions: York County School Division and Williamsburg-James City County Public Schools. York County serves students in York County, including Yorktown, while WJCC serves the City of Williamsburg and James City County. Each division offers a range of schools from elementary to high school.

No Federal Holidays in AUGUST, but here are some interesting events to look into.

US Coast Guard's Birthday

The United States Coast Guard has protected the coasts of America for 234 years and is honored each year on the 4th of August. The Coast Guard's primary role is to protect the United States and its interests at sea. It includes a wide range of missions such as search and rescue, maritime law enforcement, and national security. They enforce federal laws, respond to maritime emergencies, and safeguard the marine environment.

Purple Heart Day

Purple Heart Day, is commemorated every year on August 7. The Purple Heart Medal is a decoration awarded by the President of the United States to members of the U.S. military who were wounded or killed while serving their country, on or after April 5, 1917. Purple Heart Day is not a public holiday.

Tell A Joke Day

Attention, punsters and lovers of Jokes. August 16th is your golden ticket to unleash your inner comedian, because it's Tell a Joke Day! Only bad jokes and absurd humor are allowed. If you love being the court jester, today is your day!

National Dog Day

National Dog Day is celebrated on the 26th of August every year. The day celebrates dogs of all kinds and encourages fostering love and kindness through ownership and adoption. National Dog Day reminds us that dogs have every right to live a loving, abuse-free life.

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

WE'RE COMPETING AGAIN IN 2025!
Results will be announce on August 17, 2025



COMPUTER CONCEPTS WON COASTAL VIRGINIA MAGAZINE'S BEST OF AWARD

Best Information Technology Company, 2025



A special Thank You To All who voted for us.

Our stores in Yorktown and Williamsburg won the Virginia Best Of Award for the Second Year in a Row. Your votes made us winners again!

DID YOU KNOW?

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

COMPUTER CONCEPTS HAS BEEN IN BUSINESS FOR 18 YEAR !

Computer Concepts began with buying and selling Windows Systems and repairing almost all models and brands of computers and other tech equipment.

COMPUTER CONCEPTS BECAME AN APPLE AUTHORIZED SERVICE CENTER IN 2008

Computer Concepts has provided Continued Superior Support for Apple Purchases and Service needs and will continue through 2025 and beyond!



Computer Concepts

**stores in Yorktown and Williamsburg accept Apple Care
Warranty Repairs! COMPUTER CONCEPTS'**

TECH ADVICE IS THE BEST!



Computer Concepts - *Your Local IT Services and Support Company*

Put Apple Technology to Work for Your Business!

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.

Something You Need To Know! The average computer Hard Drive has a life expectancy of only 3 to 5 years. Your old drives might last longer. But don't count on it. Contact Computer Concepts for more information.



What You Missed from WWDC25

Apple's OS announcements at WWDC 2025 signaled a significant advancement in both design and functionality.

Central to this update is Liquid Glass, a translucent, flowing design language that spans iOS 26, macOS 26, iPadOS 26, and other platforms, marking Apple's most substantial user interface overhaul since iOS 7.

Alongside the design refresh, Apple introduced new productivity-focused features aimed at professionals and enterprises. Live Translation enables seamless multilingual communication across Messages, FaceTime, and Phone, ideal for global teams and client interactions.

iPad's Split Shelf feature enables users to stack and manage multiple app windows more fluidly, taking advantage of larger screen real estate. Intelligent actions in Mac Shortcuts can summarize text, create images, or tap directly into Apple Intelligence models to provide responses that feed into your shortcut. Plus so much more across the entire ecosystem!

With this next update, Apple Intelligence takes a significant leap forward. Now deeply integrated into Siri and core system apps, it brings powerful AI capabilities right to your fingertips. Users can enjoy smart summarization, context-aware suggestions, and enhanced automation. This will make everyday tasks faster, more intuitive, and more personalized than ever before.



iOS 26

With iOS 26, you can use visual intelligence with what's onscreen. Create polls and backgrounds in Messages, and get translations on the fly.



macOS 26

macOS 26 (Tahoe) lets you enjoy more intuitive ways to work across devices, create shortcuts using Apple Intelligence, and turbocharge productivity.



iPadOS 26

Get more done with the new iPadOS 26 windowing system, more powerful file management options, and smarter tools.



watchOS 26

With watchOS 26 you can boost your fitness with Workout Buddy,² discover intelligent actions in Messages and get useful Smart Stack hints.



visionOS 26

With visionOS 26, you can Reimagine work and play with customizable widgets that stay put, new ways to browse in Safari, and lifelike photos with incredible depth.

All major operating systems — iOS 26, iPadOS 26, macOS 26, watchOS 26, tvOS 26, and visionOS 26 now follow a unified annual naming convention. A standout feature is the all-new "Liquid Glass" design, a comprehensive visual overhaul introducing translucent, rounded interfaces across all platforms.

These Operating Systems will be released this Fall.



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

Mac mini

M4 or M4 Pro chip



New MacBook Pro M4



ATTENTION BUSINESS OWNERS!

COMPUTER CONCEPTS

MANAGED SERVICES PROVIDER PROGRAM

WILL BE AVAILABLE VERY SOON

Computer Concepts is a 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 your company 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 and this Service can be provided by Computer Concepts



World's Easiest Cloud Backup for 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 "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](#)

2025 COMPUTER CONCEPTS ONLINE APPLE PRODUCTS CATALOG



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!



Computer Concepts Gift Cards are available and redeemable at each of our store locations for any dollar amount.

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 bring out of their systems always searching for new ways to improve them by swapping components and adding new accessories. 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.

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 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 a local company 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
New Town
4324 New Town Ave, Ste A

757-564 3996

YORKTOWN
Grafton Shopping Ctr.
4328 George Wash Mem Hwy

757-873 1580

<https://www.mycomputerconcepts.com>

