



**1850**  
Piano builder Heinrich Engelhard Steinweg moves his family to the United States from the German Confederation following the failed 1848 Revolution.

**1853**  
"Steinway and Sons" piano manufacturing is founded on an oral agreement in New York City.

**1864**  
During the Civil War Steinway displays its support for the Union by participating in parades with horse-drawn trucks carrying flag-draped pianos. Three members of the family serve in the Armed Forces.

**1880**  
Steinway opens a branch factory in Hamburg, Germany.

**1887**  
Torakusu Yamaha founds the Nippon Gakki, Limited, a reed organ manufacturing company in Hamamatsu, Japan. The company is later renamed "Yamaha."

**1900**  
Yamaha begins making pianos.

**1909-1913**  
Steinway's Long Island City plant expands, as does the Schanzenstrasse factory in Hamburg.

**1917**  
Sixty-three Steinway family members and employees fight in World War I for the United States. Three give their lives.

**c. 1930**  
Yamaha expands its markets to include other instruments such as accordions and guitars.

**1939**  
Nazis seize control of Steinway's Schanzenstrasse plant.

**c. 1941**  
Japan's war machine requires Yamaha plants to further diversify their production techniques in order to manufacture military weapons and equipment.

**1942**  
Instrument manufacturing is deemed "non-essential" in light of the United States' entry into World War II and its need to conserve building materials such as wood, rubber, oil, and metal for the war effort. Steinway's U.S. facilities are repurposed for Air Force glider production. To soften the economic blow from piano manufacture prohibition, the U.S. Government commissions Steinway to build 2,500 "Victory Verticals." These forty-inch upright pianos, made of metal and painted olive drab, are parachuted to U.S. soldiers serving in the European and Pacific theatres. Intended to boost troop morale, they come to be known as "G.I. Field Pianos." 228 Steinway men serve in the war. Five are killed in action.

**1943**  
Gretel Bruhn, a worker on night duty at the Schanzenstrasse plant, watches as U.S. planes bomb Hamburg, including the Steinway factory. She returns the next day to try to retrieve company books and records from the wreckage.

**c. 1944**  
Only one of several Yamaha factories survives U.S. bombing raids.



**1945**  
The Steinway Hamburg plant is once again under control of the Steinway family, and rebuilding proceeds.

Yamaha halts piano manufacturing due to lack of resources and facilities.

Masaru Ibuka and Akio Morita found Tokyo Telecommunications Engineering Corporation, a radio repair and research shop, in a bombed-out building in Tokyo. The company is often referred to by a shorter name, "Totsuko."

**1947**  
Yamaha begins producing phonographs, its first endeavor into audio components.

**1949**  
Totsuko builds Japan's first mass-marketed tape recorder.

**1950**  
The United States enters the Korean War.

**c. 1951**  
Audio-visual aids for use in Japanese schools are mandated by U.S. post-war occupation policy. Sales of Totsuko tape recorders for educational purposes increase to the point where Totsuko needs additional marketing channels. Totsuko turns to Yamaha, who agrees to sell Totsuko tape recorders in addition to the Yamaha line of music instruments.

**1955**  
Totsuko develops the TR-55 portable radio, based on transistor technology licensed from Bell Laboratories in the United States. Deciding it needs a more "western friendly" name, the company changes it from Totsuko to "Sony."

**1957**  
Sony introduces the TR-63 "pocketable" transistor radio to Japanese and American markets. Sony hopes that with the TR-63, communication devices become personal effects.

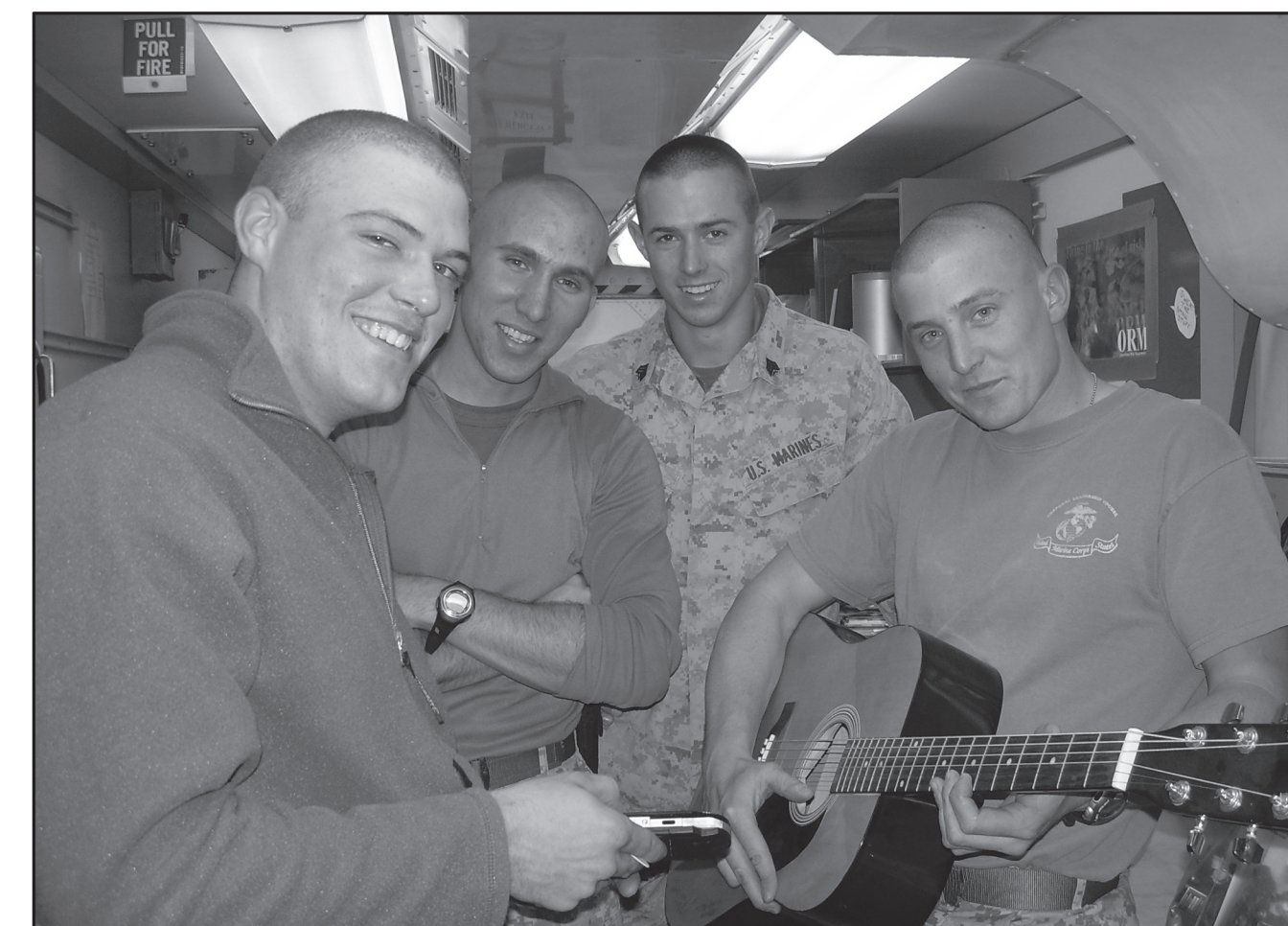
**1965**  
3,500 United States Marines land in South Vietnam, marking the official start of the American ground war in that region.

**1967**  
The Beatles release their album *Sgt. Pepper's Lonely Hearts Club Band*, which is heard throughout the ranks of U.S. servicemen in Vietnam. Soldiers listen to the album on portable phonographs, reel-to-reel tape and radios. Many consider the conflict in Vietnam the first "Rock and Roll War."

**1972**  
Henry Z. Steinway decides to sell Steinway and Sons to the Columbia Broadcasting System (CBS), whose vision is to move into the "communication arts." Henry feels selling the company is "the right thing to do, the American way." The Steinberg brand name is retained.

Sony opens a production facility in Rancho Bernardo, California, just north of San Diego. The plant's proximity to Tijuana, Mexico allows for Sony components to be sub-assembled there before being configured in Rancho Bernardo.

**1979**  
Sony introduces the Walkman portable music player.



**1984**  
German musician Manfred Rürup and engineer Karl Steinberg collaborate on the first multitrack MIDI sequencer, Pro 16, which allows multiple MIDI synthesizers and drum machines to be controlled by computer.

**1985**  
CBS sells Steinway and Sons to venture capitalists John and Robert Birmingham.

**1987**  
Rürup and Steinberg christen their company Steinberg Soft- und Hardware GmbH.

**1988**  
Sony acquires CBS Records, Inc., renaming it Sony Music Entertainment.

**1989**  
Steinberg releases its new MIDI sequencer computer application, Cubase.

**1990**  
United States and military forces from other countries launch "Operation Desert Storm" in Kuwait and Iraq.

**1995**  
The Birmingham brothers sell Steinway and Sons to Dana Messina and Kyle Kirkland, who list "Steinway Music Instruments" on the New York Stock Exchange.

**1996**  
Sony releases its first laptop computer, made up of parts from Japan, Mexico and China and configured in San Diego.

Steinberg releases Cubase VST (Virtual Studio Technology), which allows digital audio to be controlled and manipulated real-time within the computer itself, diminishing the need for external hardware or instruments beyond the computer.

**2002**  
Kenan Christian, from North Carolina, joins the United States Marines Marine Corps, spending his first year in Japan.

**2003**  
The United States launches "Operation Iraqi Freedom."

Kenan continues his military service at Camp Pendleton Marine Corps Base, just north of Rancho Bernardo, California.

Steinberg announces its acquisition by Pinnacle Systems.

**2005**  
Yamaha acquires Steinberg from Pinnacle Systems.

Kenan spends the remainder of his service with the Marines in Iraq. A music hobbyist, he brings with him a Sony Vaio laptop computer that has Steinberg Cubase audio sequencing software installed on it. In addition, the computer has a sample library that recreates the sound of Steinway Grand Pianos. When he can, Kenan works on breakbeat and drum 'n' bass tracks on his laptop. Since Iraq's sand and wind pose a threat to the computer's innards, the computer ends up sitting in a storage locker a lot of the time. He occasionally trades music tips and tricks with other Marines, some of whom have brought their own instruments. Mostly Kenan ends up playing his Sony PlayStation Portable video game system.

**2007**  
Kenan is honorably discharged from the USMC and pursues a career in the culinary arts.