



ID de Contribution: 13

Type: Non spécifié

Looking for New Physics - Prospects of B-Physics at LHCb

mardi 10 mars 2009 09:30 (20 minutes)

With the startup of the LHCb experiment the next round of precision B experiments will be launched. LHCb has access to about 10^{12} B meson decays per year allowing significant measurements of even very rare B decays and in particular the precision study of the B_s system. With the measurement of rates, kinematics and CP asymmetries of loop suppressed B decays LHCb will probe the quantum corrections predicted by the Standard Model. Many of the observables show large sensitivities to New Physics contributions. The presentation will summarize the prospects for the key measurements planned at LHCb.

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Classification de Session: Flavour physics: the future