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The SuperB physics programme

Thursday, July 21, 2011 12:45 PM (15 minutes)

The study of B_{u,d,s} and D decays at SuperB can provide both stringent constraints on new physics scenarios, and over constraints on the CKM description of quark mixing and CP violation in the Standard Model. The rich landscape of new physics sensitive observables in both tree dominated and loop or flavor changing neutral current rare decays complements measurements possible at existing facilities. We discuss the physics potential of what can be learned from B and D decays at SuperB. One of the unique features of SuperB is a polarized electron beam. This opens the way for SuperB to be a Super tau factory, capable of performing precision tau measurements and searches for CP violation and charged Lepton Flavor Violation, as well as performing precision electroweak physics, including the measurement of sin^2theta_W at energies corresponding to the Y(4S) and psi(3770).

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