Contribution ID: **39** Type: **talk**

The SuperB factory : physics prospects and project status

Friday, 15 June 2012 09:50 (25 minutes)

With an integrated luminosity goal larger than 75 ab-1, the SuperB factory, to be built on the Tor Vergata Campus, near Roma (Italy) by 2016, has the very ambitious goal to unravel the detailed structure of the new physics soon to be discovered at the LHC, or to explore BSM physics beyond the LHC reach if nothing is found there. This goal will be reached using a large number of rare B , charm and tau decays very sensitive to the presence of new heavy particles via virtual loops.
The physics prospects of this ultra-high luminosty e+e- collider will be presented in detail as well as the very innovative concepts guiding the machine and detector designs. The important advanatages brought by the specific assets of the SuperB project, namely beam polarization and capability to run at the charm threshold with a significant boost will be presented.

Primary author: Dr GERMANI, Stefano (INFN Perugia)

Presenter: Dr GERMANI, Stefano (INFN Perugia)

Session Classification: New Experiments

Track Classification: New Experiments