



Contribution ID: 84

Type: talk

A glance Beyond the Standard Model: the MEG experiment

Friday, 20 September 2013 09:30 (30 minutes)

The MEG experiment has been searching for the SM-suppressed decay $\mu \rightarrow e \gamma$ with unprecedented sensitivity and recently improved down to $5.7 \cdot 10^{-13}$ the upper limit on the branching ratio of the $\mu \rightarrow e \gamma$ decay. This can help in putting severe constraints on proposed SM extensions. Aiming to further improve this limit we are planning an upgrade to reach a sensitivity of $5 \cdot 10^{-14}$.

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Session Classification: Working Group 3

Track Classification: Working Group 3