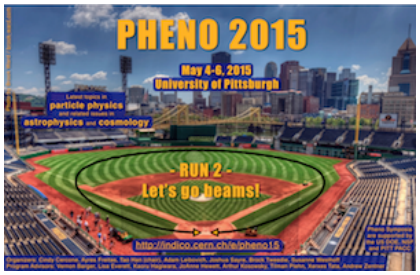

Contribution ID: **22** Type: **parallel talk**

AdS/QCD predictions for $B \to K^* \mu^+ \mu^-$ decay rate and isospin/forward-backward asymmetries.

Tuesday 5 May 2015 17:30 (15 minutes)

We use the light front wavefunction predicted by holographic anti–de Sitter/Chromodynamics (AdS/QCD) for K^* vector meson to obtain the form factors for exclusive dileptonic rare $B \to K^* \mu^+ \mu^-$ decay. Consequently, the differential decay rate, isospin and forward-backward asymmetry distributions for this transition mode are obtained and compared with the latest available experimental data. We conclude that a negative new physics contribution to the Wilson coefficient C_9 can enhance the agreement with data for all three observables.

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