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Prospects for a high-luminosity Super B Factory

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Conceptual designs for very high luminosity asymmetric energy e^+e^- flavor factories have been advanced by a group centered at KEK (Super KEKB) and by an international collaboration sponsored by INFN Italy (SuperB). These facilities would provide up to a factor of 100 larger data samples than available from the current round of B Factories at SLAC and KEK. The primary physics motivation for Super B Factories is to use precision flavor physics measurements as a complementary tool to the LHC for exploring the quark and lepton flavor couplings of new physics at the TeV mass scale, including Supersymmetry. This talk will review existing proposals for Super B Factories, with a focus on the physics motivation of exploring Supersymmetry or other New Physics phenomena in the era of the LHC.

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