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Search for New Physics with Rare Heavy Flavour Decays at LHCb

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The LHCb experiment has the potential, during the 2010-11 run, to observe, or improve significantly the exclusion bounds on, the rare decays B_s ->muˆ+muˆ- and D0 -> muˆ+muˆ-. These studies will provide very sensitive probes of New Physics effects. High sensitivity to New Physics contributions is also achieved by searching for direct CP violation in B0 -> K*gamma, performing a time dependent analysis of B_s –> phi gamma, and making an angular study of the decay B0 -> K* muˆ+ muˆ-. Here also significant results are expected from the present run. Preparations for these analyses will be presented, and studies shown of how existing data, for example prompt J/psi events, can be used to validate the analysis strategy.

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