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Rare B Decay potential of SuperB

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The potential of the SuperB-factory in the field of rare B and D decays is huge. With the 75ab-1 integrated luminosity at

$Upsilon(4S)$ and 500fb-1 at $\psi(3770)$ we expect to significantly improve the existing limits on such sensitive to New Physics decays as $D \rightarrow \ell\ell(X)$, $D \rightarrow \gamma\gamma$, $B \rightarrow \mu\mu$. With the \sqrt{s} rising up to $\Upsilon(5S)$ mass we can also study $B_s \rightarrow \mu\mu$ and $B_s \rightarrow \tau\tau$ and, hopefully, find significant deviations from the Standard Model predictions.

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