

The superB factory, physics potential and project status

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The SuperB project is an international enterprise aiming at the construction of the high-luminosity asymmetric beam energy electron-positron accelerator, which would be located in the area of Rome. It would exploit several novel features allowing to achieve an unprecedented luminosities and to collect almost a hundred times more data than the current generation of "B factories". As for the leptonic colliders, it will maintain a clean, low-background experimental environment that is crucial for numerous measurements on the field of high energy physics. During the seminar, the physics motivation for such a project will be presented, followed by the discussion of the accelerator and detector concepts. The current status of international collaboration working on the SuperB project will be also discussed.

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