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(Received 21 May 2010; published 10 September 2010)

Using a sample of 471×10^6 $B\bar{B}$ events collected with the *BABAR* detector, we study the sum of seven exclusive final states $B \rightarrow X_{s(d)}\gamma$, where $X_{s(d)}$ is a strange (nonstrange) hadronic system with a mass of up to 2.0 GeV/c^2 . After correcting for unobserved decay modes, we obtain a branching fraction for $b \rightarrow d\gamma$

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network (NN). These include the ratio R'_2 , which is R_2 calculated in the frame recoiling against the photon momentum; the B meson production angle with respect to the beam axis in the CM frame; θ_B^* ; and the L-moments [10] of the ROE with respect to either the thrust axis of the ROE or the direction of the high-energy photon. Differences in lepton, pion, and kaon production between background and B decays are exploited by including several flavor-tagging variables applied to the ROE [11]. Using the NN output, we reject 99% of continuum background while preserving 25% of signal decays.

After all selections are applied, there remain events with more than one B candidate. In these events the candidate with the reconstructed π^0 or η mass closest to nominal is retained. Where there is no π^0 or η we retain the candidate with the highest vertex χ^2 probability.

The signal yields in the data for the sum of the seven decay modes are determined from two-dimensional extended maximum likelihood fits to the ΔE and m_{ES} distributions. We consider the following contributions: signal, combinatorial backgrounds from continuum processes, backgrounds from other B decays, and cross-feed from misreconstructed $B \rightarrow X\gamma$ decays. The fits to $B \rightarrow X_d\gamma$ events contain components from misidentified $b \rightarrow s\gamma$ decays, with an expected contribution of 345 events. We neglect the small $b \rightarrow d\gamma$ background in the fits to $B \rightarrow X_s\gamma$ events.

Each contribution is modeled by a probability density function (PDF) that is determined from Monte Carlo (MC) simulated events unless otherwise specified. For the misidentified signal cross-feed components, we use a binned two-dimensional PDF to account for correlations. All the other PDFs are products of one-dimensional functions of ΔE and m_{ES} . For signal, the m_{ES} spectrum is described by a Crystal Ball function [12], and ΔE by a Cruijff function [13]. The parameters of these functions are determined from the fit to the high-statistics $B \rightarrow X_s\gamma$ data sample. We use these fitted values to fix the signal shape in the fits to $B \rightarrow X_d\gamma$ events.

The remaining B backgrounds contain a small component that peaks in m_{ES} but not ΔE , which is modeled by a Gaussian distribution in m_{ES} . Continuum and other non-peaking backgrounds are described by an ARGUS shape [14] in m_{ES} and a second-order polynomial in ΔE .

We perform separate fits for $B \rightarrow X_d\gamma$ and $B \rightarrow X_s\gamma$ in each of the hadronic mass ranges $0.5\text{--}1.0\text{ GeV}/c^2$ and $1.0\text{--}2.0\text{ GeV}/c^2$. For each of the four fits, we combine the component PDFs and fit for the signal, generic B and continuum yields, the ARGUS and two polynomial shape parameters. We scale the cross-feed contributions proportionally to the fitted signal yield, refit and iterate until the procedure converges. Projections of m_{ES} and ΔE from fits to data for $B \rightarrow X_s\gamma$ and $B \rightarrow X_d\gamma$ are shown in the low mass region in Fig. 1 and in the high mass region in Fig. 2. Table II gives the signal yields, efficiencies (after correc-

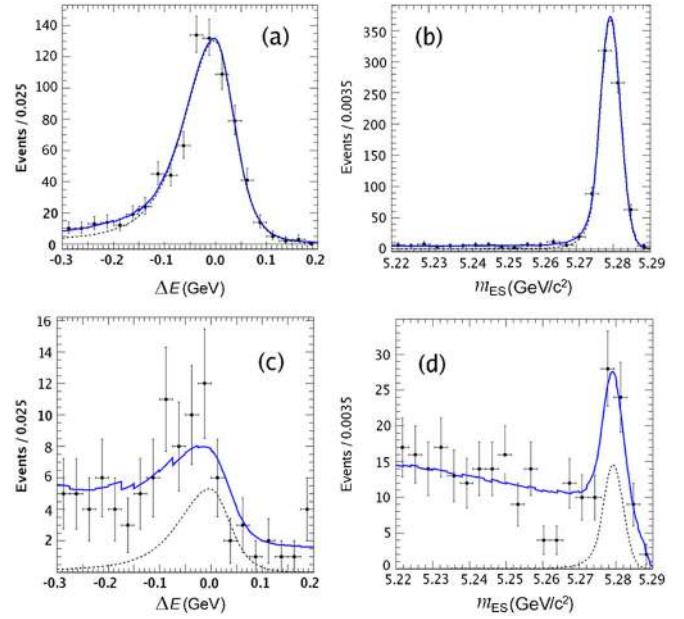


FIG. 1 (color online). Projections of ΔE with $5.275 < m_{\text{ES}} < 5.286\text{ GeV}/c^2$ for (a) $B \rightarrow X_s\gamma$ and (c) $B \rightarrow X_d\gamma$, and of m_{ES} with $-0.1 < \Delta E < 0.05\text{ GeV}$ for (b) $B \rightarrow X_s\gamma$ and (d) $B \rightarrow X_d\gamma$ in the mass range $0.5\text{--}1.0\text{ GeV}/c^2$. Data points are compared with the sum of all the fit contributions (solid line). The jagged line is an artifact of the fit projection over the sum of several binned histograms. The dashed line shows the signal component.

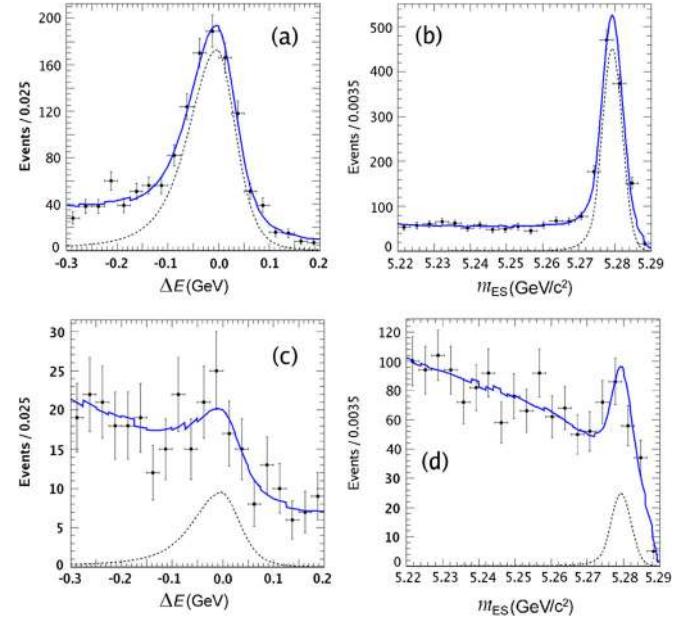


FIG. 2 (color online). Projections of ΔE with $5.275 < m_{\text{ES}} < 5.286\text{ GeV}/c^2$ for (a) $B \rightarrow X_s\gamma$ and (c) $B \rightarrow X_d\gamma$, and of m_{ES} with $-0.1 < \Delta E < 0.05\text{ GeV}$ for (b) $B \rightarrow X_s\gamma$ and (d) $B \rightarrow X_d\gamma$ in the mass range $1.0\text{--}2.0\text{ GeV}/c^2$. Data points are compared with the sum of all the fit contributions (solid line). The jagged line is an artifact of the fit projection over the sum of several binned histograms. The dashed line shows the signal component.

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missing decay modes with neutral kaons, the low mass $B \rightarrow X_s\gamma$ measurement is found to be consistent with previous measurements of the rate for $B \rightarrow K^*\gamma$ [15]. For the low mass $B \rightarrow X_d\gamma$ region, we correct for the small amount of nonreconstructed ω final states (for example, $\omega \rightarrow \pi^0\gamma$), and find a partial branching fraction consistent with previous measurements of $\mathcal{B}(B \rightarrow (\rho, \omega)\gamma)$ [15]. We assume that nonresonant decays do not contribute in this region.

In the high mass region, the missing fractions depend on the fragmentation of the hadronic system and are expected to be different for X_d and X_s . In our signal MC, fragmentation is modeled by selecting an array of final-state particles and resonances according to the phase-space probability of the final state, as implemented by JETSET [16]. We further constrain the distribution of X_s final states to that observed for our seven decay modes as well as the distributions of a number of other states measured in [17]. According to this MC model we reconstruct 43% of the total width in $b \rightarrow d\gamma$ and 36% in $b \rightarrow s\gamma$. A further 37% of the width of $b \rightarrow s\gamma$ is constrained by the isospin relation between charged and neutral kaon decays. We explore the uncertainty in the correction for missing modes by considering several alternative models: replacing 50% of $b \rightarrow s\gamma$ and $b \rightarrow d\gamma$ hadronic final states with a mix of resonances; varying $b \rightarrow s\gamma$ fragmentation constraints within their statistical uncertainties; and setting the $b \rightarrow d\gamma$ fragmentation rates to those of their corresponding $b \rightarrow s\gamma$ states. The resulting missing fractions vary by up to 50(40)% relative to the nominal model in $B \rightarrow X_s\gamma$ ($B \rightarrow X_d\gamma$). We therefore independently vary final states with ≥ 5 stable hadrons, or with $\geq 2\pi^0$ or η mesons, by $\pm 50(40)\%$.

Results for the corrected \mathcal{B} values are shown in Table II. Adding the two mass regions, taking into account a partial cancellation of the missing fraction uncertainties in the ratio of $b \rightarrow d\gamma$ to $b \rightarrow s\gamma$, we find $\mathcal{B}(b \rightarrow d\gamma)/\mathcal{B}(b \rightarrow s\gamma) = 0.040 \pm 0.009(\text{stat}) \pm 0.010(\text{syst})$ in the mass range $M(X) < 2.0 \text{ GeV}/c^2$.

We correct for the unmeasured region $M(X) > 2.0 \text{ GeV}/c^2$ using the spectral shape from Kagan-

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Neubert [18] with the kinetic parameters $(m_b, \mu_\pi^2) = (4.65 \pm 0.05, -0.52 \pm 0.08)$ extracted from fits of $b \rightarrow s\gamma$ and $b \rightarrow c\ell\nu$ data [19], yielding corrections of 1.66 ± 0.03 ; the spectra for $b \rightarrow s\gamma$ and $b \rightarrow d\gamma$ are expected to be almost identical.

Conversion of the ratio of inclusive branching fractions to the ratio $|V_{td}/V_{ts}|$ is done according to [6], which requires the Wolfenstein parameters $\bar{\rho}$ and $\bar{\eta}$ as input. However, since the world average of these quantities relies on previous measurements of $|V_{td}/V_{ts}|$ we instead reexpress $\bar{\rho}$ and $\bar{\eta}$ in terms of $|V_{td}/V_{ts}|$ and the world average of the independent CKM angle β [15]. This procedure yields a value of $|V_{td}/V_{ts}| = 0.199 \pm 0.022(\text{stat}) \pm 0.024(\text{syst}) \pm 0.002(\text{th})$, compatible and competitive with more model-dependent determinations from the measurement of the exclusive modes $B \rightarrow (\rho, \omega)\gamma$ and $B \rightarrow K^*\gamma$ [2,3].

In summary, we have measured the inclusive $b \rightarrow s\gamma$ and $b \rightarrow d\gamma$ transition rates using a sum of seven final states in the hadronic mass range up to $2.0 \text{ GeV}/c^2$, making the first significant observation of the $b \rightarrow d\gamma$ transition in the region above $1.0 \text{ GeV}/c^2$. The value of $|V_{td}/V_{ts}|$ derived from these measurements has an experimental uncertainty approaching that from the measurement of exclusive decays $B \rightarrow (\rho, \omega)\gamma$ and $B \rightarrow K^*\gamma$, but a significantly smaller theoretical uncertainty.

We are grateful for the excellent luminosity and machine conditions provided by our PEP-II colleagues, and for the substantial dedicated effort from the computing organizations that support *BABAR*. The collaborating institutions wish to thank SLAC for its support and kind hospitality. This work is supported by DOE and NSF (USA), NSERC (Canada), CEA and CNRS-IN2P3 (France), BMBF and DFG (Germany), INFN (Italy), FOM (The Netherlands), NFR (Norway), MES (Russia), MICIIN (Spain), STFC (United Kingdom). Individuals have received support from the Marie Curie EIF (European Union), the A. P. Sloan Foundation (USA) and the Binational Science Foundation (USA-Israel).

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