

Title: Non-conformal holography

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Abstract: We discuss holography for geometries that are asymptotic to non-conformal brane backgrounds. The near-horizon limit of all non-conformal branes, including D-branes and the fundamental string but excluding five-branes, is conformal to $AdS_{p+2} \times S^{8-p}$ with a linear dilaton. They exhibit a generalized conformal structure, both on the QFT and on the gravitational side. We develop holographic renormalization for all these cases and discuss a number of applications. We compute the holographic 2-point functions of the stress energy tensor and gluon operator and show they satisfy the expected Ward identities and the constraints of generalized conformal structure. The holographic results are also manifestly compatible with the M-theory uplift, with the asymptotic solutions, counterterms, one and two point functions etc. of the IIA F1 and D4 appropriately descending from those of M2 and M5 branes, respectively.

Introduction

In this talk I will discuss how to set up **precision holography** for backgrounds **asymptotic** to the near-horizon limit of the **non-conformal branes**.

- Shortly after the AdS/CFT conjecture, holographic dualities were also conjectured for the non-conformal branes [Itzhaki et al (1998)].
- Such dualities underpin interesting holographic models, for example the Witten-Sakai-Sugimoto model for QCD.
- However the detailed **holographic dictionary** was not set up for these dualities before our work.

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References

This talk will be based mostly on

- **Ingmar Kanitscheider, Kostas Skenderis and Marika Taylor**
Precision holography for non-conformal branes
[0807.3324](#)
- Related work appeared in **Wiseman and Withers**, [0807.0755](#).

Outline

- 1 Non-conformal branes
- 2 Generalized conformal structure
- 3 Non-conformal holography
- 4 Applications

Non-conformal branes

Recall that supergravity solutions for **fundamental strings, Dp-branes and NS5-branes** can all be written in the form

$$\begin{aligned} ds^2 &= H^a (H^{-1} ds^2(E^{p,1}) + ds^2(E^{9-p})) \\ e^\phi &= g_s H^b; \quad A_{0\dots p} = H^{-1} - 1 \end{aligned}$$

for appropriate choices of the numbers (a, b) and where H is a single-centered harmonic function

$$H = (1 + Q/r^{7-p}).$$

with $Q \sim g_s N l_s^{7-p}$ for Dp-branes etc.

Field theory limit

- The field theory or decoupling limits of the **Dp-brane** backgrounds is:

$$g_s \rightarrow 0; \quad \alpha' \rightarrow 0; \quad U = r/\alpha' = \text{fixed}; \quad g_d^2 N = \text{fixed},$$

with U an energy scale.

- Here g_d^2 is the dimensionful Yang-Mills coupling, related to the string coupling via

$$g_d^2 \sim g_s \alpha'^{(p-3)/2}.$$

- Note that decoupling requires $N \rightarrow \infty$ when $p > 3$.

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Near-horizon limit

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$$e^{\phi} = g_s \frac{Q^b}{r^{b(7-p)}}$$

- The conjectured duality is then between string theory in this background and the **non-conformal $(p+1)$ -dimensional theories** arising as low energy limits of the worldvolume theories.
- The metric is **conformal to $AdS_{p+2} \times S^{8-p}$** , except when $p=5$ in which case the near-horizon geometry is conformal to $Mink_7 \times S^3$.

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Validity of approximations

- The dilaton in the case of Dp-branes can be expressed as

$$e^\phi = \frac{1}{N} (g_{eff}^2(u))^{\frac{7-p}{2(5-p)}}$$

where $g_{eff}^2(u) = g_d^2 N u^{p-3}$ and $u \sim E$ is the holographic radial direction (E is the energy scale of the dual theory).

- We consider $N \rightarrow \infty$ with $g_{eff}^2(u)$ fixed. In this limit the dilaton is small in all cases.
- $g_{eff}^2 \ll 1$: the SYM perturbative description is valid.
- $g_{eff}^2 \gg 1$: the supergravity description is valid.
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Remarks

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- Whilst in both cases there is **no decoupling**, the conformally $AdS_{p+2} \times S^{8-p}$ geometries do solve the equations of motion - the question of holography in such a background is well posed.
- For **fundamental strings**, we will find that precision holography can be setup: the structure is inherited from the M2-brane and D1 case, in type IIA and IIB respectively.
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The dual frame [Boonstra, Skenderis, Townsend (1998)]

In the conformally AdS cases it is useful to introduce a **dual frame** [Duff, Gibbons, Townsend (1994)] such that

$$ds_{dual}^2 = (N e^\phi)^c ds^2,$$

with $c = -2/(\tau - p)$ for Dp branes and $c = -2/3$ for F1, and the action becomes:

$$S = \frac{N^2}{(\alpha')^4} \int d^{10}x \sqrt{-g} N^\gamma e^{\gamma\phi} \left[R + \beta(\partial\phi)^2 - \frac{1}{2N^2(8-p)!} |F_{8-p}|^2 \right]$$

The field equations in this frame admit an **$AdS_{p+2} \times S^{8-p}$ solution with linear dilaton.**

Consistent truncation

- **Reducing on the sphere** and (consistently) truncating to the graviton and dilaton gives the $(p + 2)$ -dimensional action

$$S = L \int d^{d+1}x \sqrt{-g} e^{\gamma\phi} [R + \beta(\partial\phi)^2 + C].$$

where the constants (β, γ, C, L) depend on the case.

- The truncation corresponds to restricting to just the stress energy tensor and the gluon operator in the field theory; having dealt with this sector, it is straightforward to extend to other supergravity fields, or equivalently chiral operators.

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Linear dilaton AdS background

- The lower dimensional equations of motion admit an AdS_{d+1} solution with linear dilaton:

$$ds^2 = \frac{d\rho^2}{4\rho^2} + \frac{dx_i dx^i}{\rho};$$
$$e^\phi = \rho^\alpha,$$

- AdS isometries are broken only by the non-trivial dilaton.
- Thus the background admits a generalized conformal “symmetry”: the AdS isometries, which map to conformal transformations of the boundary theory, are restored if the string coupling g_s is transformed as a background field of appropriate weight. [Jevicki, Yoneya et al (1998)]

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Generalized conformal structure

- The generalized conformal structure **underlies non-conformal brane dualities**.
- Whilst it is less restrictive than full conformal invariance, nonetheless it implies properties such as **Ward identities for correlation functions**.

Generalized conformal structure in dual theory

- The (bosonic part of the) worldvolume theory of **multiple Dp-branes** is

$$S = - \int d^{p+1}x \text{Tr} \left(-\frac{1}{4g_d^2} F_{ij} F^{ij} + \frac{1}{2} X D^2 X + \frac{1}{4} g_d^2 [X, X]^2 \right)$$

The Yang-Mills coupling g_d^2 has (length) dimension $(p - 3)$.

- This action can be coupled to a background metric $g_{(0)ij}$ in a **Weyl invariant** manner:

$$S[g_{(0)ij}(x), \Phi_{(0)}(x)] = - \int d^{p+1}x \sqrt{g_{(0)}} \left(-\Phi_{(0)} \frac{1}{4} \text{Tr} F_{ij} F^{ij} + \frac{1}{2} \text{Tr} \left(X \left(D^2 - \frac{(d-2)}{4(d-1)} R \right) X \right) + \frac{1}{4\Phi_{(0)}} \text{Tr} [X, X]^2 \right).$$

This reduces to the previous action when $g_{(0)ij} = \delta_{ij}$, $\Phi_{(0)} = 1/g_d^2$.

- Weyl transformations act on sources and **fields**, as usual

$$g_{(0)} \rightarrow e^{2\sigma} g_{(0)}; \quad \Phi_{(0)} \rightarrow e^{(4-d)\sigma} \Phi_{(0)}, \quad X \rightarrow e^{(1-\frac{d}{2})\sigma} X, \quad A_i \rightarrow A_i.$$

Generalized conformal structure in dual theory

- The (bosonic part of the) worldvolume theory of **multiple Dp-branes** is

$$S = - \int d^{p+1}x \text{Tr} \left(-\frac{1}{4g_d^2} F_{ij} F^{ij} + \frac{1}{2} X D^2 X + \frac{1}{4} g_d^2 [X, X]^2 \right)$$

The Yang-Mills coupling g_d^2 has (length) dimension $(p - 3)$.

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Ward identities

- The **dilatation Ward identity** is:

$$\langle T_i^i \rangle + (p - 3)\Phi_{(0)}\langle \mathcal{O} \rangle = 0.$$

- The diffeomorphism Ward identity is:

$$\nabla_i \langle T^{ij} \rangle + \langle \mathcal{O} \rangle \partial_i \Phi_{(0)} = 0.$$

- These identities hold in the **presence of sources**, and thus can be functionally differentiated to give relations between correlation functions e.g.

$$\langle T_i^i(x) \mathcal{O}(0) \rangle + (p - 3) \frac{1}{g_d^2} \langle \mathcal{O}(x) \mathcal{O}(0) \rangle = 0,$$

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- In a conformal field theory, anomalies in the trace of the stress energy tensor are classified by appropriate **conformal invariants**, e.g. in $d = 2$

$$\langle T_i^i \rangle = cR$$

with c the central charge and R the Ricci scalar.

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D4-brane anomaly

- On the other hand, for the **D4-brane theory** there are possible anomaly terms, even though the field theory is in five dimensions:

$$\langle T_i^i \rangle + \Phi_{(0)} \langle \mathcal{O} \rangle = \mathcal{A} = \sum_a c_a \mathcal{A}_a$$

where the invariants \mathcal{A}_a involve both the curvature of $g_{(0)}$ and $\Phi_{(0)}$.

- This is what one expects from the dimensional reduction of the **conformal M5-brane theory**, where the anomaly is

$$\langle T_a^a \rangle \sim R^3,$$

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Other implications of the generalized conformal structure

The generalized conformal structure leads to a number of other restrictions:

- The entropy at finite temperature T_H behaves as

$$S = \tilde{c}(g_{eff}^2(T_H), N, \dots) V_p T_H^p,$$

where $g_{eff}^2(T_H) = g_d^2 N T_H^{p-3}$ is the effective dimensionless coupling constant and \tilde{c} is a generic function of the dimensionless parameters.

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Remarks

- The source $\Phi_{(0)}$ can also be thought as a **conformal compensator**: a theory which is **not** invariant under Weyl transformations, can be made Weyl invariant by introducing a new field φ which transforms linearly under Weyl transformations, $\delta_W \varphi = \sigma$, and appropriately multiplying each term with the new field.
- In flat space such theory will be **conformally invariant** provided the compensator transforms appropriately.
- A related example is the recent discussion of the Lorentzian BLG M2-brane theories [Bandes et al, Gomis et al]: The scalar field X^+ whose expectation value is g_{YM}^2 can be thought of as the conformal compensator for the SYM theory.
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Outline

- 1 Non-conformal branes
- 2 Generalized conformal structure
- 3 **Non-conformal holography**
- 4 Applications

Generalities

- We now proceed to discuss setting up holography, i.e. develop **holographic renormalization** for the non-conformal backgrounds.
- But what do we actually mean with this?

Generalities

Recall that in holography:

- 1 **Bulk fields** Φ^I are in 1-1 correspondence with **boundary gauge invariant operators** \mathcal{O}^I .
- 2 The **boundary fields** $\phi_{(0)}^I$ parametrizing the boundary conditions of bulk fields Φ^I are identified with the **sources** of dual operators.
- 3 Within the low energy approximation, the **bulk on-shell action** $S_{onshell}[\phi_{(0)}^I]$ as a function of sources is identified with the generating functional of **connected correlators** of the boundary QFT.

Generalities: what is holographic renormalization?

So one has to:

- 1 Specify what are the **appropriate boundary conditions**.
 - The (non-linear) bulk field equations must admit boundary conditions specified by arbitrary functions, since QFT sources are unconstrained: we need to be able to functionally differentiate w.r.t them.
 - This is a non-trivial requirement. For example, it is not known whether such boundary conditions exist for **asymptotically flat** gravity. The straightforward generalization of the AdS case leads to **constrained** boundary conditions [de Haro, Solodukhin, KS (2000)].
- 2 Show that the **bulk on-shell action** can be rendered finite for arbitrary boundary conditions $\phi_{(0)}^I(x)$.
 - The objective is to show that $S_{onshell}[\phi_{(0)}^I(x)]$ exists as a **generating functional of correlators**, not just to show that one can extract a finite value for the action evaluated on a specific background.

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Generalities: general requirements

The process of holographic renormalization should

- depend only on the **asymptotic form of bulk solutions**. This is the bulk counterpart of the fact in QFT renormalization of UV divergences does not depend on the IR region.
- be valid for **all solutions** of the bulk field equations with the prescribed boundary data.

Asymptotically locally $AdS \times X$ spacetimes

- In the case of **asymptotically locally $AdS \times X$ spacetimes**, with X a compact manifold, this problem has been solved in **complete generality**.
- Given **any theory** that admits such solutions, there is an algorithmic algebraic procedure that produces counterterms etc. and leads to **holographic 1-point functions in the presence of sources**.
 - Using the formalism of Kraus-Moro-Holography, one can reduce the problem to that of asymptotically locally AdS spacetimes.
 - For theories admitting exact solutions, one can obtain the renormalized holographic correlators analytically, generating at least two-loop diagrams.
- The objective of this work is to extend **holographically renormalization** for spacetimes with non-conformal asymptotics.

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The original form of the method involved the following steps: [Henningson, Skenderis (1998), de Haro, Solodukhin, Skenderis (2000)]

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- 4 Vary $S_{ren}[\phi_{(0)}]$ w.r.t. $\phi_{(0)}$ to obtain the **holographic 1-point function in the presence of sources**. This is given in terms of **certain asymptotic coefficients**. For example for the metric,

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Radial Hamiltonian formalism [Papadimitriou, KS (2005)]

- This form of the method is **conceptually simple**, but **computationally inefficient** as it does not exploit the underlying conformal structure.
- For most explicit computations, it is better to use the **radial Hamiltonian formalism**, a Hamiltonian formulation in which the radius plays the role of time.
- One relates the regularized holographic 1-point of an operator \mathcal{O}_Φ to the **radial canonical momentum** π_Φ of the corresponding bulk field Φ .

$$\delta S = \int dr \left(\frac{\partial L}{\partial \Phi} - \partial_r \frac{\partial L}{\partial (\partial_r \Phi)} \right) \delta \Phi + \left[\frac{\partial L}{\partial (\partial_r \Phi)} \delta \Phi \right]_r, \quad L \equiv \int d^d x \sqrt{G} \mathcal{L}$$

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One still has to renormalize

- A fundamental property of asymptotically locally AdS spacetimes is that **scale transformations are part of the asymptotic symmetries** and therefore every covariant quantity can be decomposed into a **sum of terms each having a definite scaling**.
- Thus the **canonical momenta** of a field dual to a dimension k operator are asymptotically expanded as

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Exploiting this approach has many advantages:

- One can **bypass the on-shell action** (and computation of counterterms) to compute renormalized correlators, as these can be obtained from the canonical momenta.
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- We consider $(d + 1)$ -dimensional backgrounds which admit the following expansion near the conformal boundary at $\rho = 0$:

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Most general asymptotic solution

The structure of the asymptotic solution depends on whether the parameter $\sigma = (d - 2\alpha\gamma)/2$ is (a) **non-integral** or (b) **an integer** (cf AdS case, where $\alpha = 0$).

(a) **D0, D1, D2, F1**: the structure is like that of **odd d AdS_{d+1}** .

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- One can see that the undetermined terms occur at these powers on **dimensional grounds**: they should determine the vev of the dimension d stress energy tensor, but the overall normalization of the bulk action has dimension $2\alpha\gamma$. (Recall that $\sigma = (d - 2\alpha\gamma)/2$).

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Non-integral cases: D0, D1, D2, F1

- **Holographic renormalization** proceeds as in *AdS*: remove divergence with **covariant, local** counterterms, and obtain renormalized vevs from the renormalized onshell action.
- This results in simple formulae for the **vevs** in terms of the undetermined coefficients:

$$\langle T_{ij} \rangle = 2\sigma L e^{\kappa(0)} g_{(2\sigma)ij},$$

with the trace and divergence constraints implying the expected **Ward identities**:

$$\langle T_i^i \rangle + (p - 3)\Phi_{(0)} \langle \mathcal{O} \rangle = \nabla^i \langle T_{ij} \rangle + \partial_j \Phi_{(0)} \langle \mathcal{O} \rangle = 0.$$

The formulae are exactly analogous to those in even-dimensional *AdS*.

Integral case: D4 branes

- All coefficients $(g_{(2n)}, \kappa_{(2n)})$ for $n < \sigma$ are **locally** determined via **algebraic equations** in terms of $(g_{(0)}, \kappa_{(0)})$.
- One must include **log terms** $\rho^\sigma \ln(\rho)$ with coefficients $(h_{(2\sigma)}, \tilde{\kappa}_{(2\sigma)})$ determined in terms of $(g_{(0)}, \kappa_{(0)})$.
- $(g_{(2\sigma)}, \kappa_{(2\sigma)})$ are **undetermined**, up to trace and divergence constraints.

Thus the structure for D4-branes indeed mirrors odd-dimensional *AdS*.

Holographic vevs for the D4 brane

- The expressions for the **vevs** in this case involve non-linear terms, i.e.

$$\langle T_{ij} \rangle = 2\sigma L e^{\kappa(0)} g_{(2\sigma)ij} + \mathcal{T}_{ij}[g_{(0)}, \kappa_{(0)}],$$

with \mathcal{T} a known (complicated!) functional of the non-normalizable modes.

- The dilatation identity is in this case **anomalous**, namely

$$\langle T_i^i \rangle + \Phi_{(0)} \langle \mathcal{O} \rangle = \mathcal{A}[g_{(0)}, \kappa_{(0)}].$$

- The anomaly descends directly from the **holographic Weyl anomaly of the M5-brane theory**.

Uplift to M-theory

- The IIA **F1** and **D4** solutions lift to **M2** and **M5** solutions of M-theory.
- Reducing AdS_4/AdS_7 (in Fefferman-Graham coordinates) over the M-theory circle y :

$$ds_{d+1}^2 = \frac{d\rho^2}{4\rho^2} + \frac{1}{\rho}(g_{ij}dx^i dx^j + e^{2\kappa} dy^2).$$

leads to the F1/D4 solution in the **dual-frame**:

$$ds_d^2 = \frac{d\rho^2}{4\rho^2} + \frac{1}{\rho}g_{ij}dx^i dx^j$$

$$e^{4\phi/3} = \frac{1}{\rho}e^{2\kappa},$$

- This extends to the general case: all holographic results for spacetimes with the F1/D4 asymptotics are in agreement with the **reduction** over the M-theory circle of the holographic results for **asymptotically AdS_4 and AdS_7** spacetimes, respectively.

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Extensions to include other operators

- We discussed renormalization for the truncation to the graviton and dilaton, or equivalently the stress energy tensor and gluon operator in the field theory.
- It is straightforward to generalize to linear dilaton asymptotically AdS solutions of **gauged supergravities**, and to the **ten-dimensional** linear dilaton conformally $AdS_{p+2} \times S^{8-p}$ backgrounds.
- The former allows us to include the **R-currents** and other low dimension **scalar operators** in the boundary theory; the latter involves retaining all operators dual to the **Kaluza-Klein fields**, and is the generalization of **Kaluza-Klein holography** [Skenderis, Taylor (2006)] to this case.

Counterterms, branes and the variational problem

- For fundamental strings (and branes) in AdS one can obtain a finite action by
 - (a) **holographic renormalization** by boundary counterterms
[Graham-Witten (1999), Karch, O'Bannon, Skenderis (2005)]
 - (b) by adding **boundary terms** such that the variational problem is well-defined.
[Drukker, Gross, Ooguri (1999)]
- These procedures are however **equivalent**: the counterterms in general are needed not just to renormalize the on-shell action, but to render the (appropriate) variational problem well-posed [Papadimitriou, Skenderis (2005)].
- Finding the **counterterms** for the **brane actions** is easier (no dynamical gravity) and can be done for all cases of interest, such as the D8-branes in Witten-Sakai-Sugimoto.

Outline

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- 2 Generalized conformal structure
- 3 Non-conformal holography
- 4 **Applications**

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Holographic data

From a given holographic supergravity background, we typically want to extract:

- 1 The on-shell action \leftrightarrow Free energy (and hence phase structure);
- 2 The expectation values of gauge invariant operators, characterizing the vacuum structure;
- 3 Higher correlation functions.
- 4 Action, spectrum and correlation functions of probe strings and branes in such backgrounds corresponding to Wilson loops, flavors in the quenched approximation $N_f \ll N_c$ etc etc

Example 1: Action and vevs for non-extremal branes

- Consider **non-extremal D1-branes**, for which the 10d metric is:

$$ds^2 = H^{-1/2}(-f dt^2 + dx^2) + H^{1/2}\left(\frac{dr^2}{f} + r^2 d\Omega_7^2\right);$$

with appropriate dilaton and three form, where

$$H = 1 + \frac{\mu^6 \sinh^2 \alpha}{r^6}; \quad f = \left(1 - \frac{\mu^6}{r^6}\right); \quad Q \equiv r_o^6 = \mu^6 \sinh \alpha \cosh \alpha.$$

The decoupled and reduced solution is **asymptotically AdS_3** with linear dilaton:

$$ds^2 = \frac{d\rho^2}{4\rho^2 f} + \frac{1}{\rho}(-f dt^2 + dx^2); \quad e^{-4\phi/3} = \frac{1}{\rho}.$$

Example 1: Action and vevs for non-extremal branes

- Using the **holographic formulae**, we can immediately extract the vevs:

$$\langle T_{tt} \rangle = 16L \frac{\mu^6}{r_o^9}; \quad \langle T_{yy} \rangle = 8L \frac{\mu^6}{r_o^9}; \quad \langle \mathcal{O} \rangle = -4L \frac{\mu^6}{r_o^9},$$

which satisfy the dilatation Ward identity: this is what lattice techniques should reproduce.

- The **renormalized on-shell (Euclidean) action** I_E is given by

$$I_E = -2\pi\beta_H R_x L \frac{8\mu^6}{r_o^9},$$

whilst the **entropy** is given by

$$S = \frac{2^4 \pi^{5/2}}{3^3} \frac{N^2}{g_{eff}(T_H)} (V_1 T_H).$$

This is indeed of the form dictated from the generalized conformal structure.

Example 2: the Witten-(Sakai-Sugimoto) model

- The **Witten model** is based on D4-branes wrapping a circle τ with antiperiodic fermionic boundary conditions. At low energies (below the KK scale of circle) the resulting non-susy theory is effectively four-dimensional QCD.
- The corresponding holographic **4-brane background** is:

$$ds_{st}^2 = \left(\frac{U}{R}\right)^{3/2} [\eta_{ab} dx^a dx^b + f(U) d\tau^2] + \left(\frac{R}{U}\right)^{3/2} \left(\frac{dU^2}{f(U)} + U^2 d\Omega_4^2\right) \alpha'^2,$$

$$e^\phi = g_s \left(\frac{U}{R}\right)^{3/4}, \quad F_4 = 3N \alpha'^{3/2} d\Omega_4,$$

$$R^3 = \frac{g_{YM}^2 N}{\alpha'^2} = \frac{g_s N}{\alpha'^{3/2}}, \quad f(U) = 1 - \frac{U_{KK}^3}{U^3},$$

which reduces to an asymptotically AdS_6 linear dilaton background.

- Sakai-Sugimoto added **D8-branes** wrapping $E^{3,1} \times S^4$ with the embedding parameterized by a curve $\tau(U)$ to model **chiral flavors** in the effective four-dimensional gauge theory.

Example 2: the Witten model

- The **holographic vevs** in this case are:

$$\langle T_{\alpha\beta} \rangle = \langle \mathcal{O} \rangle \eta_{\alpha\beta}; \quad \langle T_{\tau\tau} \rangle = -5\langle \mathcal{O} \rangle; \quad \langle \mathcal{O} \rangle = \frac{2^5 \pi^2}{3^7} N \frac{\lambda_4^2}{L_\tau^4}.$$

Here L_τ is the radius of the circle and λ_4 is the four-dimensional 't Hooft coupling.

- In comparing to lattice QCD, it is natural to match the condensate values, and thus fix L_τ .
- Note that the dilatation Ward identity implies a Ward identity in the effective four-dimensional theory, and identifies the beta function (which is constant of QCD!)

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Example 3: correlation functions

- To compute **correlation functions**, one needs to find regular solutions of the (diagonalised) **fluctuation equations**.
- Substituting into the holographic one point functions, and then functionally differentiating gives the correlation functions.
- We **diagonalised** the fluctuation equations for general RG flows, and solved the equations analytically for the **non-conformal brane backgrounds** themselves, giving results consistent with generalized conformal invariance. For example,

$$\langle T_i^i(x) T_j^j(0) \rangle \sim N^2 \mathcal{R} \frac{(g_{eff}^2(x))^{(p-3)/(5-p)}}{x^{2d}}.$$

where $g_{eff}^2(x) = g_d^2 N |x|^{3-p}$.

- For finite temperature, solitonic,... backgrounds, one can now proceed to solve the diagonalised fluctuation equations (numerically) to extract two point functions → **transport properties**.

Concluding remarks

- Holography can increasingly be promoted to a **very precise framework** that can be used to compute field theory properties from geometry and vice versa.
- In particular, we have discussed how to **decode the hologram for non-conformal brane backgrounds**.
- These tools can be used to extract detailed information from **phenomenological holographic models**, quantified how good/bad they are, and moreover play a key role in understanding **how holography works in general**.
- The **generalized conformal structure** which underlies these theories should be fully exploited in developing these dualities further.