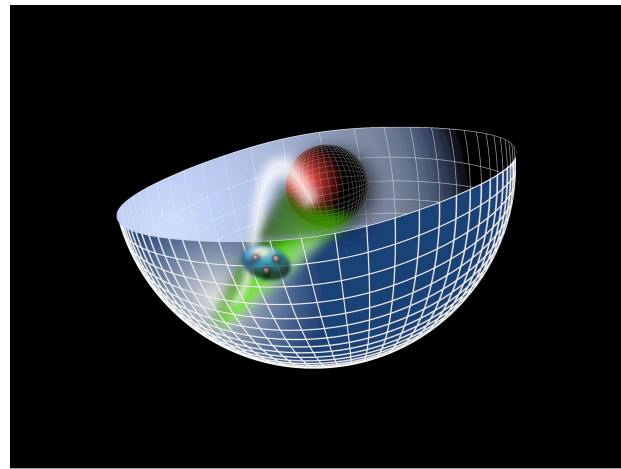


*AdS/QCD
Soft-Wall Model*

$$e^{\varphi(z)} = e^{+\kappa^2 z^2}$$



$$\zeta^2 = x(1-x)b_{\perp}^2$$

Light-Front Holography

$$\left[-\frac{d^2}{d\zeta^2} - \frac{1-4L^2}{4\zeta^2} + U(\zeta) \right] \psi(\zeta) = M^2 \psi(\zeta)$$



Light-Front Schrödinger Equation

$$U(\zeta) = \kappa^4 \zeta^2 + 2\kappa^2 (L + S - 1)$$

Single variable ζ

***Unique
Confinement Potential!***

*Conformal Symmetry
of the action*

- de Alfaro, Fubini, Furlan:
- Fubini, Rabinovici:

***Scale can appear in Hamiltonian and EQM
without affecting conformal invariance of action!***