

## Supporting Information

### AIE Active Triphenylamine –Benzothiazole Based Motifs: ESIPT or ICT Emission

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**Table S1.** Optical properties of compounds **8** and **9** in THF and THF–water mixture

Details of Steady State Measurement

**Fig S1.** Steady state absorption spectra of compounds **8** (left) and **9** (right) in different solvents ( $10^{-5}$  M concentration) at room temperature

**Fig S2.** Steady state emission spectra of compounds **8** and **9** in solid state (spin coated, 1 wt %) at room temperature

**Fig S3.** Day light and UV light images of compound **9** at various amount of TFA ( $10^{-5}$  M concentration of **9**, room temperature)

**Fig S4.** Absorption (left) and emission (right) spectra of mixture of compound **9** and various amount of DDQ ( $10^{-5}$  M concentration, room temperature, DDQ amount (eq))

**Fig S5.** Normalised emission spectra of compounds **8** and **9** in solid state (spin coated, 1 wt %) at room temperature

**Fig S6.** Steady state absorption spectra of compounds **8** (left) and **9** (right) in THF and THF–water mixture ( $10^{-5}$  M concentration, room temperature, water fraction (vol%))

**Fig S7.** Powder X-ray data of compounds **8** and **9** on quartz film

**Fig S8.** Two DSC cooling and heating cycles for **8** and **9**

**Fig S9.** Optimized geometries of compounds **8** and **9** respectively (hydrogen atoms are omitted for celerity).

**Fig S10:** Mullikan Charges of all atoms for compounds **8** and **9** respectively

**Scheme S1:** Protonated form of compound **9** in acidic condition

**Fig S11-S14.** NMR spectra of compounds **8** and **9**

**Table S1.** Optical properties of compounds **8** and **9** in THF and THF–water mixture

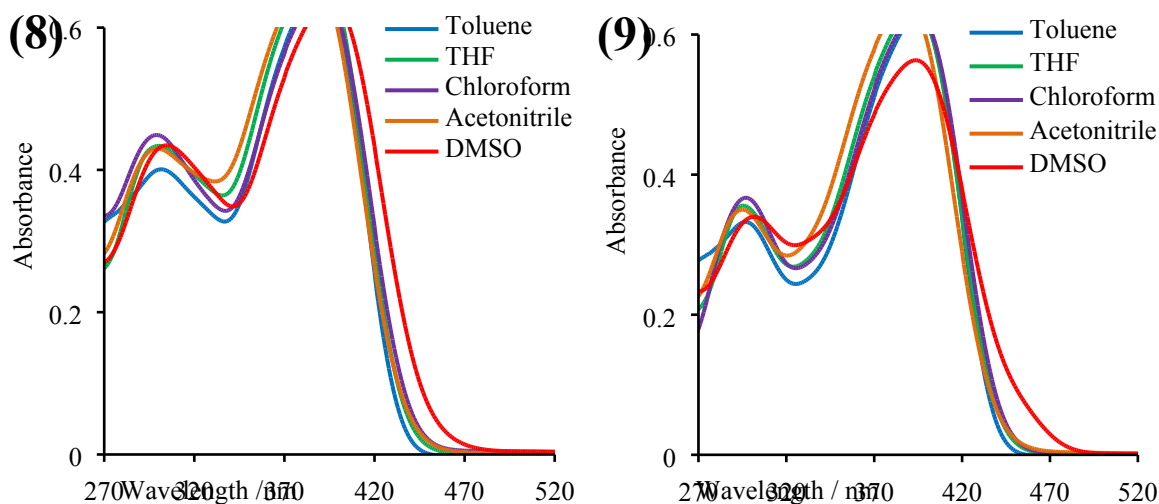
Comp	Medium Water: THF	0:100	10:90	20:80	30:70	40:60	50:50	60:40	70:30	80:20	90:10	95:05
<b>8</b>	$\lambda_{max}^{Abs}$ (nm)	302 389	302 389	302 389	303 389	303 389	302 390	302 390	410	398	307 404	403
	$\lambda_{max}^{Em}$ (nm)	478	497	501	505	508	510	516	493	482	484	484
<b>9</b>	$\lambda_{max}^{Abs}$ (nm)	297 394	299 392	299 391	285 391	297 391	295 391	295 391	301 414	282 401	295 402	299 406
	$\lambda_{max}^{Em}$ (nm)	483	498	501	504	505	508	511	492	484	480	484

Measured from  $10^{-5}$  M solution;  $\lambda_{ex}$ : 380 nm for fluorescence measurement at room temperature.

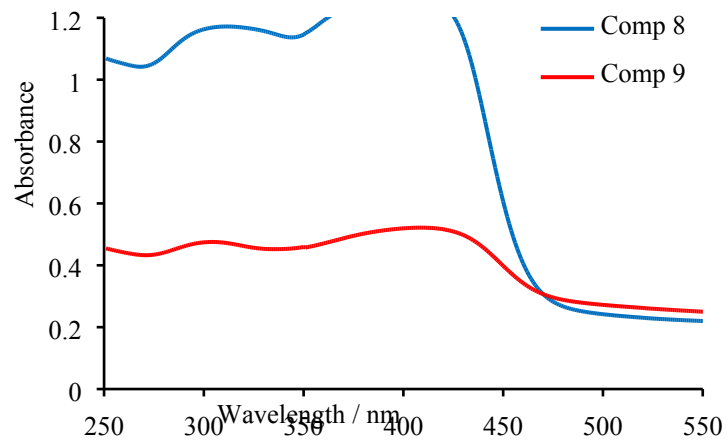
## Details of Steady State Measurement

The steady state measurements were performed in solution and in solid state. Non-polar, polar-protic and polar-aprotic solvents were used for absorption and emission study. All spectroscopic measurements were carried out at room temperature (20 °C). Concentrations used for the measurement was  $10^{-5}$  M in solution. Solid samples were prepared on quartz plate by spin-casting of dichloromethane compounds solution.  $\lambda_{max}^{Abs}$ : Absorption maxima presented in nm.

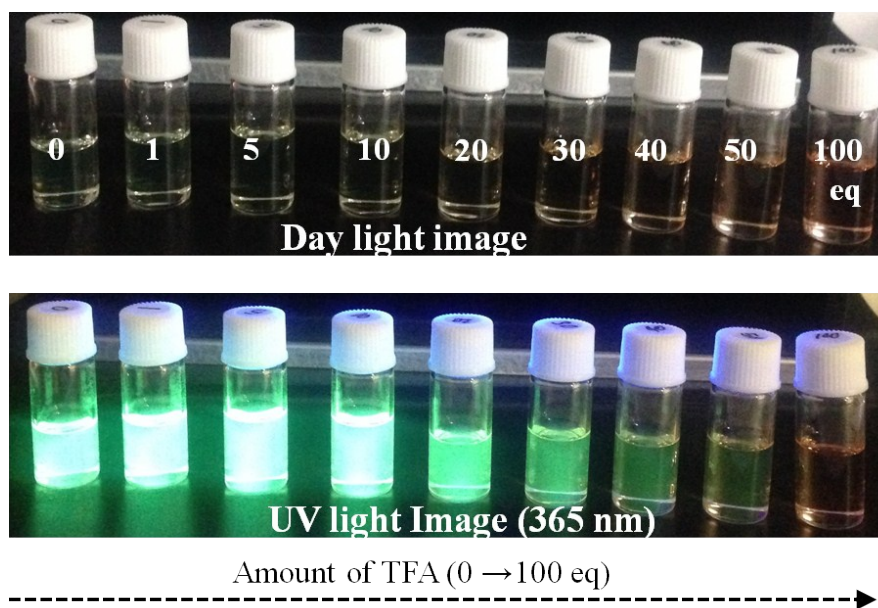
$\lambda_{max}^{Em}$ : Emission maxima presented in nm; Excitation wavelength used was absorption maxima of compounds in respective solvents for fluorescence measurement unless stated. Quinine sulphate was used as standard for relative quantum yields evaluations.



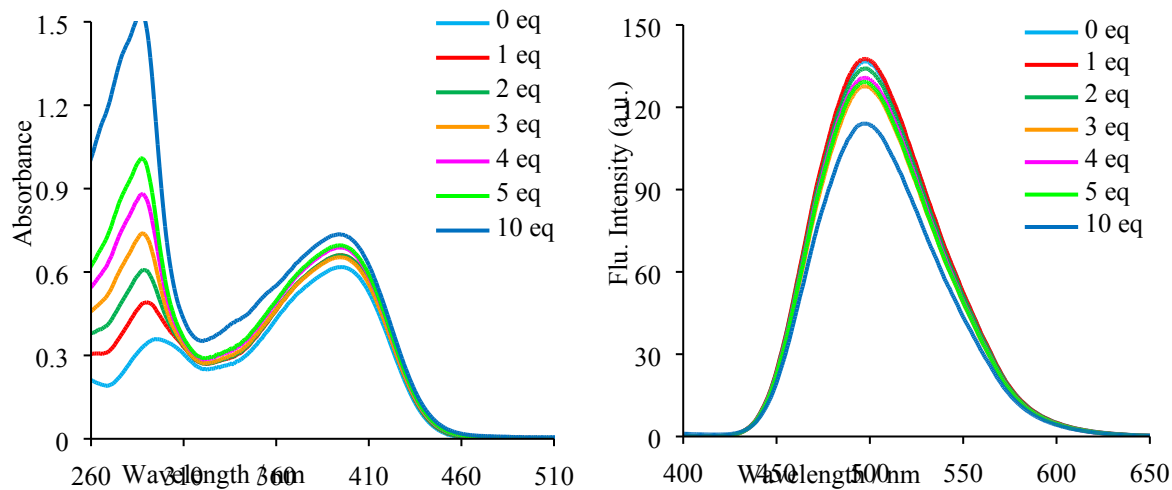
**Fig S1.** Steady state absorption spectra of compounds **8** (left) and **9** (right) in different solvents ( $10^{-5}$  M concentration) at room temperature



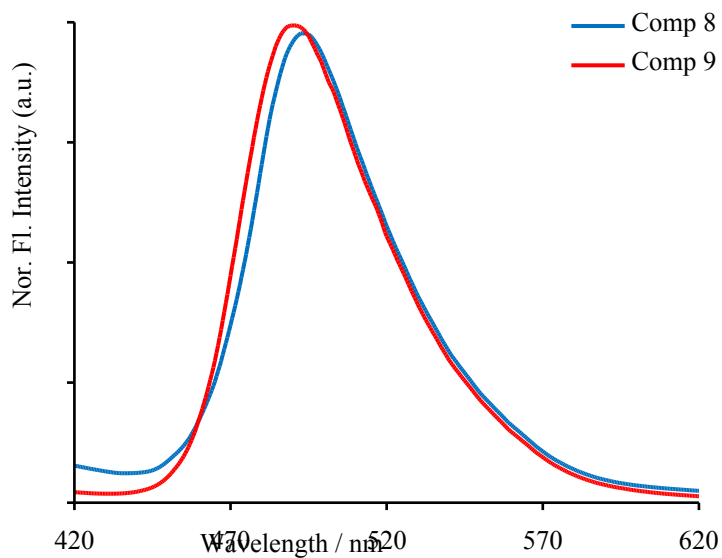
**Fig S2.** Steady state absorption spectra of compounds **8** and **9** in solid state (spin coated, 1 wt %) at room temperature



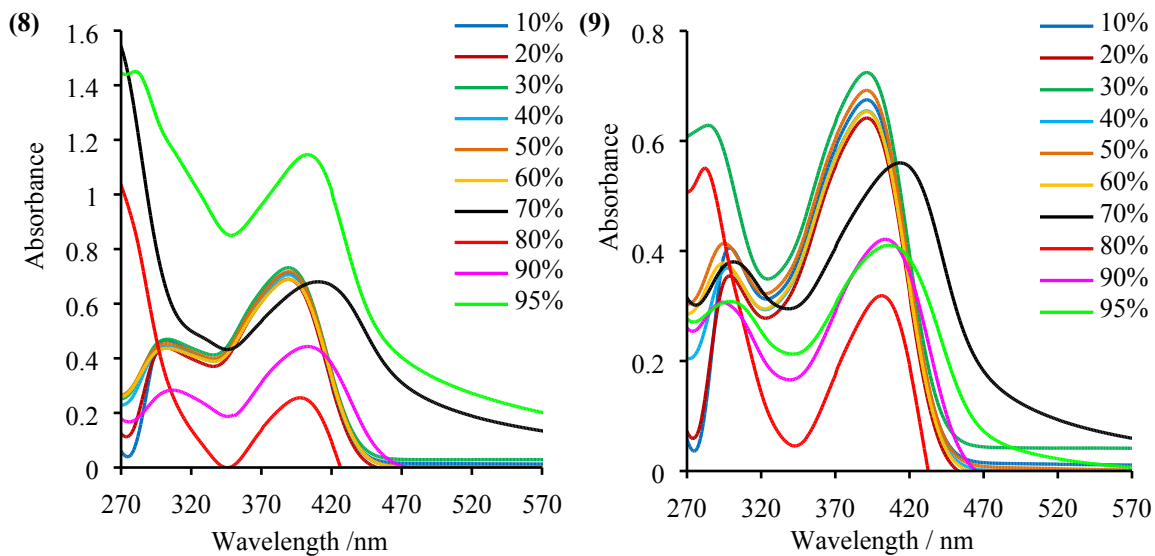
**Fig S3.** Day light and UV light images of compound **9** at various amount of TFA ( $10^{-5}$  M concentration of **9** and different eq. of TFA at room temperature)



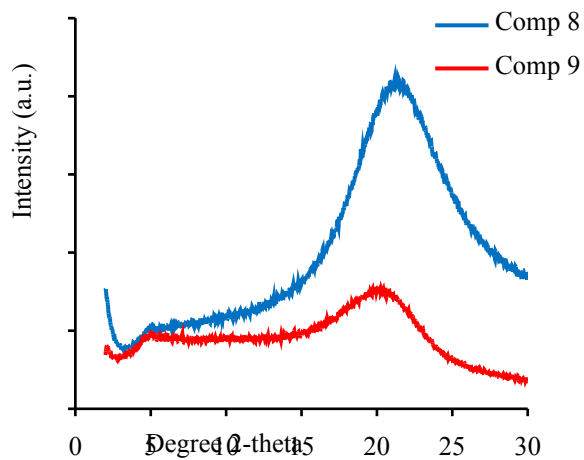
**Fig S4.** Absorption (left) and emission (right) spectra of mixture of compound **9** and various amount of DDQ ( $10^{-5}$  M concentration, room temperature, DDQ amount (eq))



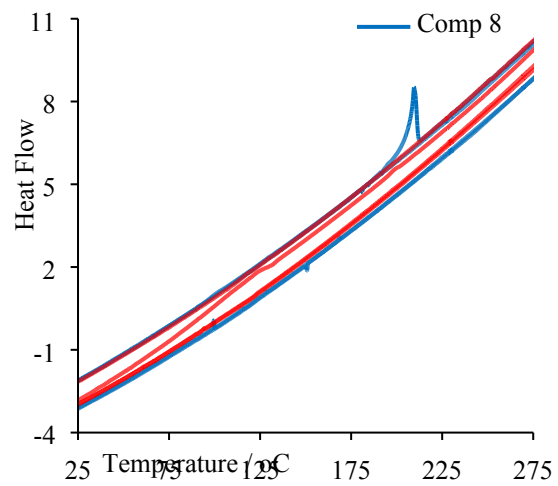
**Fig S5.** Normalised emission spectra of compounds **8** and **9** in solid state (spin coated, 1 wt %) at room temperature



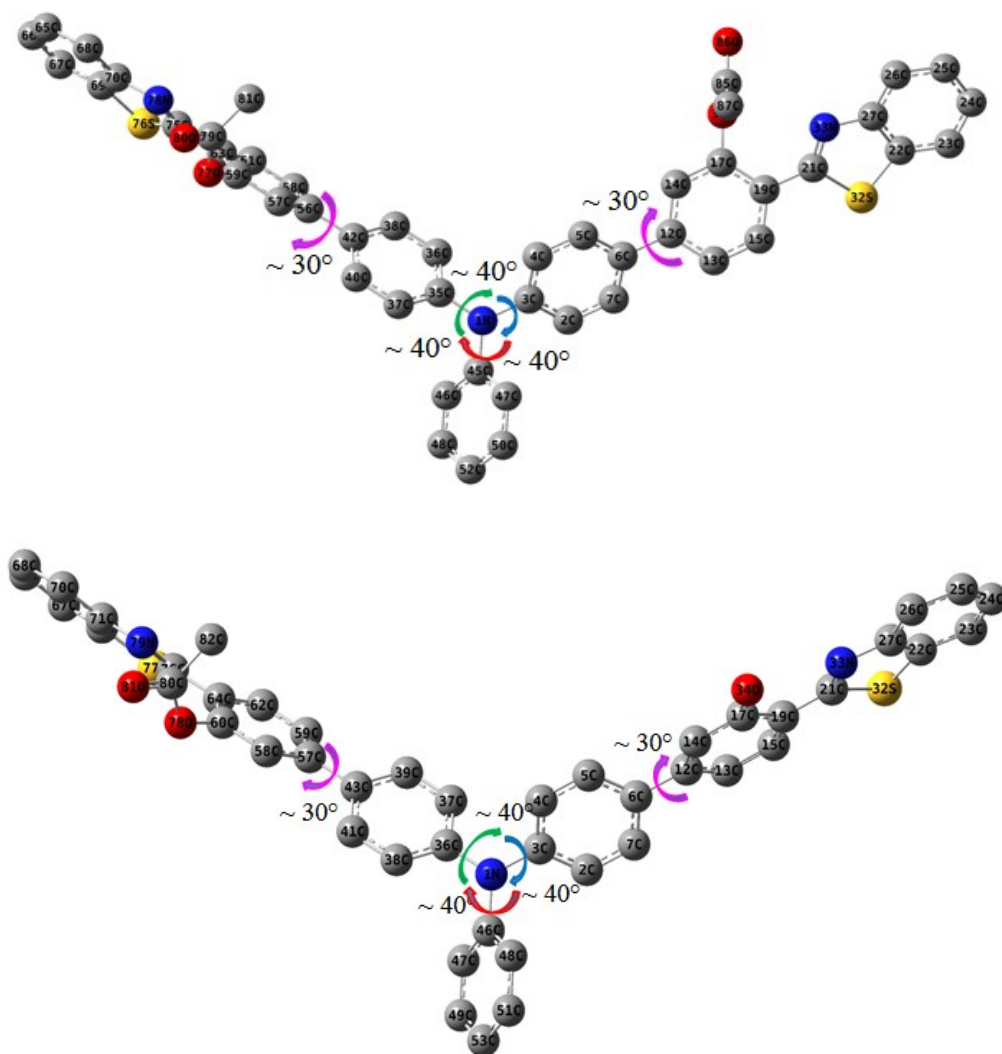
**Fig S6.** Steady state absorption spectra of compounds **8** (left) and **9** (right) in THF and THF–water mixture ( $10^{-5}$  M concentration, room temperature, water fraction (vol%))



**Fig S7.** Powder X-ray data of compounds **8** and **9** on quartz film

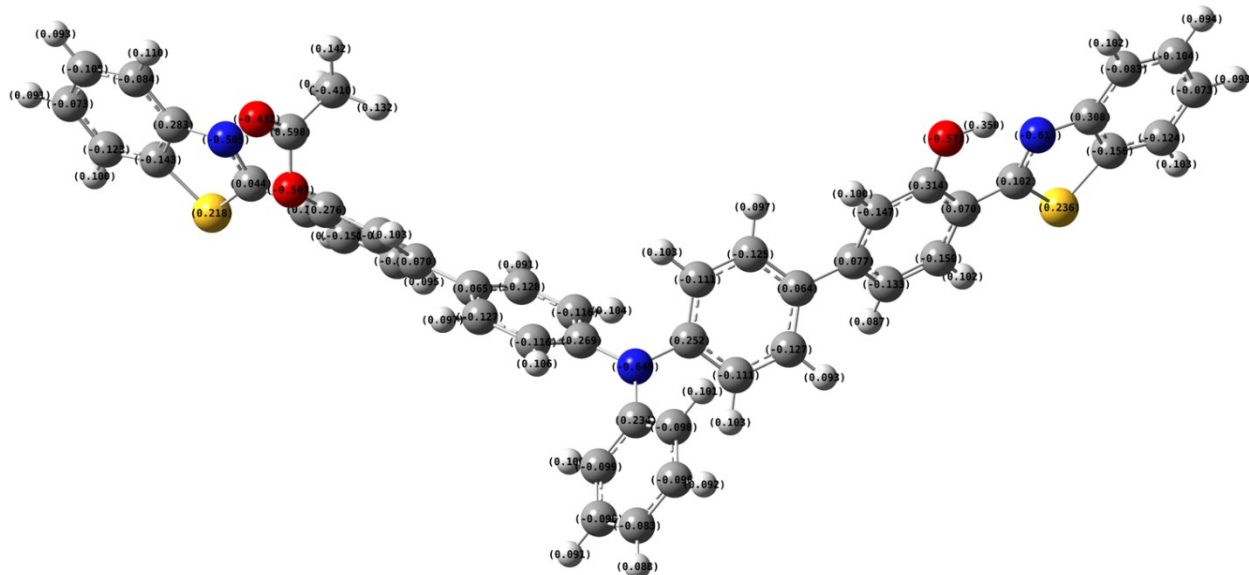
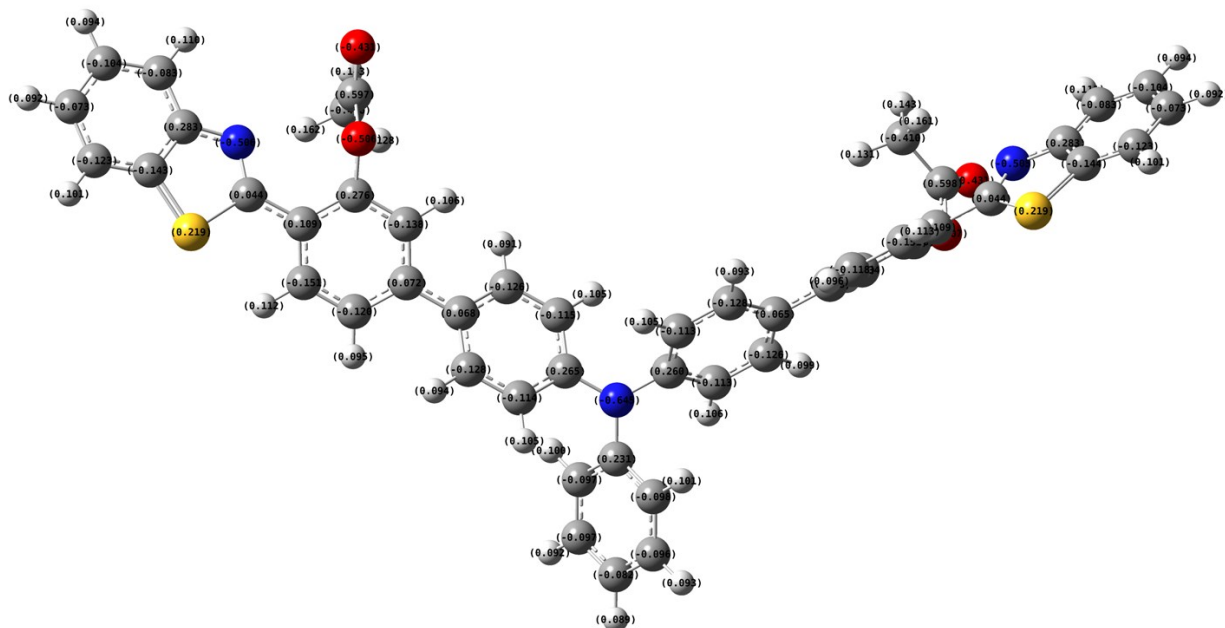


**Fig S8.** Two DSC cooling and heating cycles for **8** and **9**

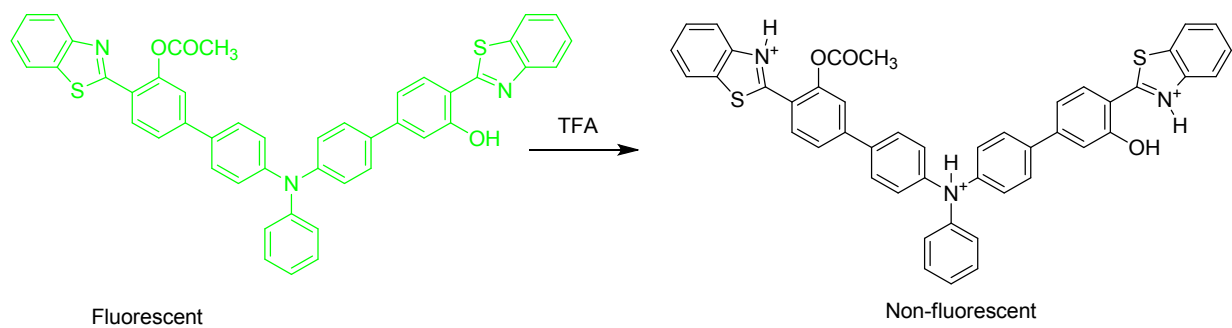


**Fig S9.** Optimized geometries of compounds **8** and **9** respectively (hydrogen atoms are omitted for clarity).

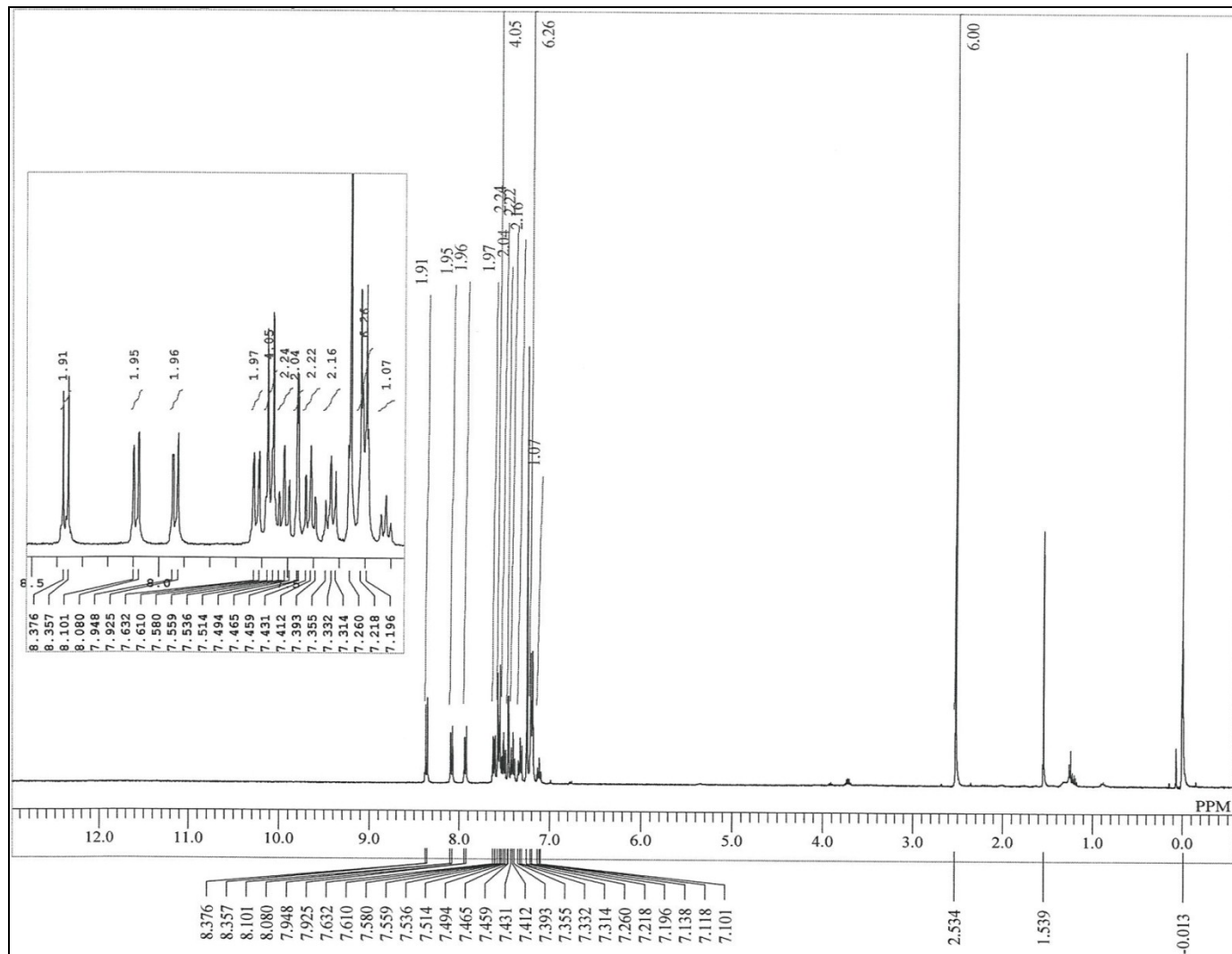




**Fig S10:** Mulliken charges of all atoms for compounds **8** and **9** respectively



**Scheme S1:** Protonated form of compound **9** in acidic condition



**Fig S11.**  $^1\text{H-NMR}$  spectrum of compound **8**

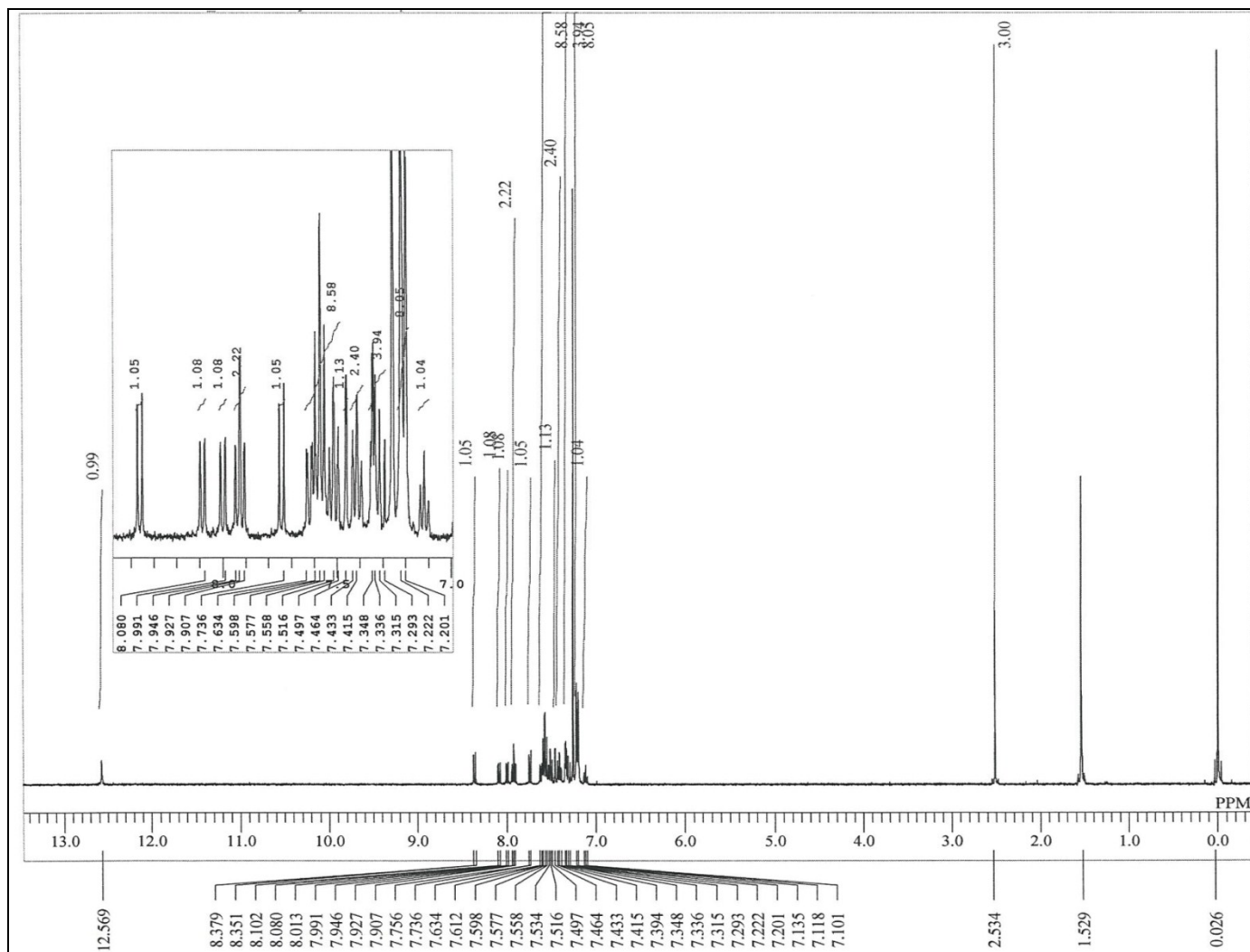
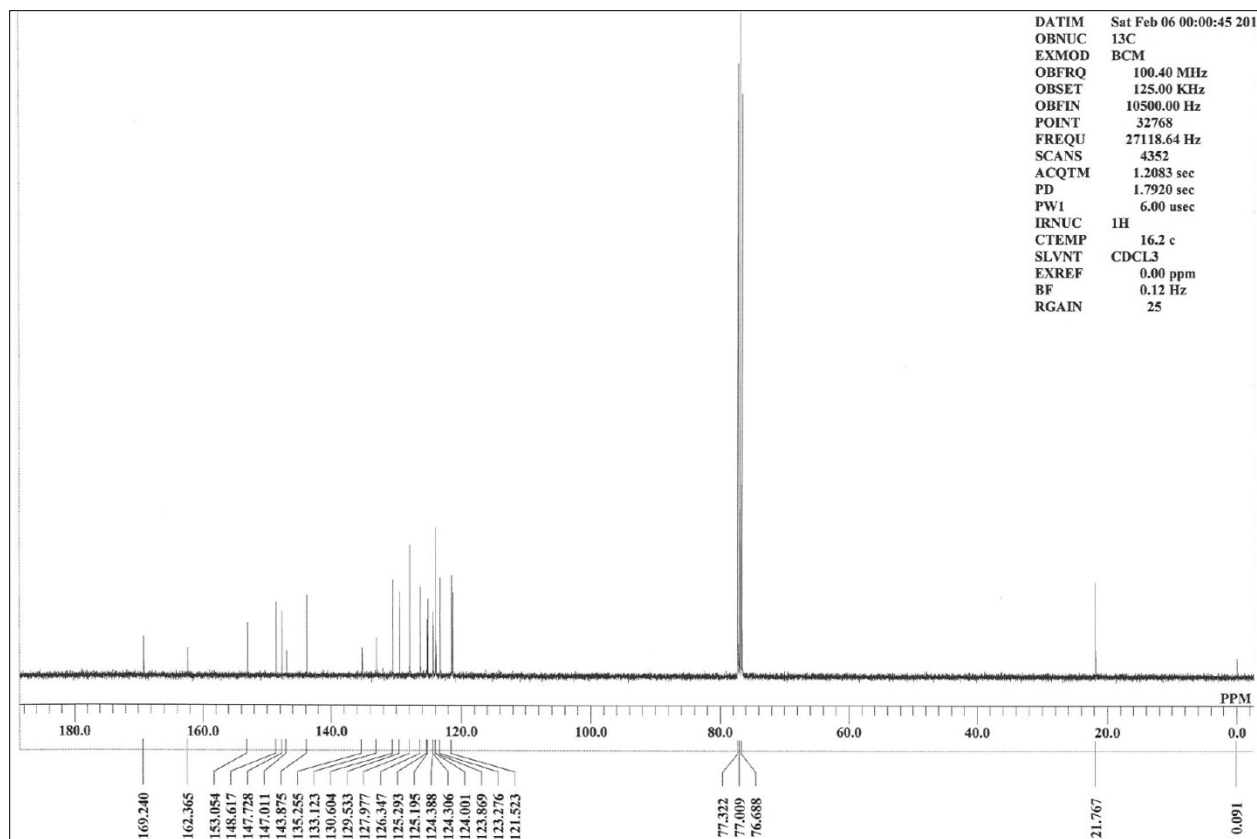
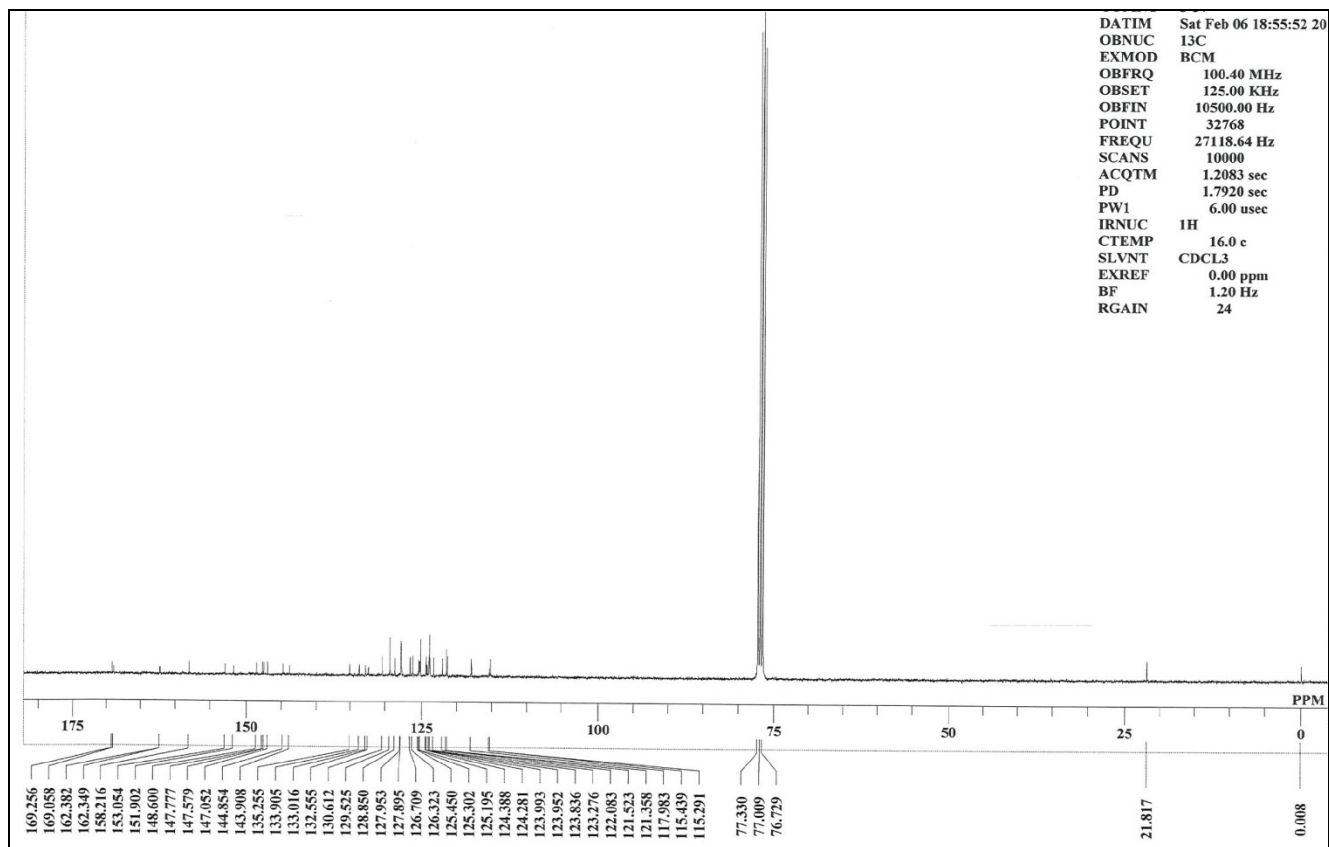


Fig S12. <sup>1</sup>H-NMR spectrum of compound 9



**Fig S13.**  $^{13}\text{C}$ -NMR spectrum of compound **8**



**Fig S14.**  $^{13}\text{C}$ -NMR spectrum of compound **9**