## **Electronic supporting information**

# Heteroaryl-linked norbornadiene dimers with redshifted absorptions

Mads Mansø,<sup>‡,a,b</sup> Behabitu Ergette Tebikachew,<sup>‡,b</sup> Kasper Moth-Poulsen,<sup>b</sup> and Mogens Brøndsted Nielsen<sup>\*a</sup>

<sup>a</sup> Department of Chemistry, University of Copenhagen, Universitetsparken 5, DK-2100 Copenhagen Ø, Denmark. E-mail: mbn@chem.ku.dk

<sup>b</sup> Department of Chemistry and Chemical Engineering, Chalmers University of Technology, Kemivägen 10, 412 96 Gothenburg, Sweden

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## NMR spectra





Figure S2: <sup>13</sup>C APT NMR (126 MHz) of 1 in CDCl<sub>3</sub>.









**S**6



**S**7









Figure S11: <sup>1</sup>H NMR (400 MHz) of 5 in CDCl<sub>3</sub>.



Figure S12:  $^{13}$ C NMR (100 MHz) of 5 in CDCl<sub>3</sub>.



Figure S13: <sup>1</sup>H NMR (400 MHz) of 12 in CDCl<sub>3.</sub>



Figure S14: <sup>13</sup>C NMR (100 MHz) of 12 in CDCl<sub>3</sub>.





Figure S16: <sup>13</sup>C NMR (100 MHz) of 13 in CDCl<sub>3</sub>.

#### UV-absorption and switching studies



Figure S18: UV-Vis absorption spectra after varying irradiation times with a 455 nm diode.



**Figure S20:** Increase at absorbance maximum of NBD (396 nm) at 24.9 °C.







Figure S19: UV-Vis absorption spectra after varying irradiation times with a 405 nm diode.



Figure S21: Increase at absorbance maximum of NBD (396 nm) at 34.9 °C





**Figure S22:** Increase at absorbance maximum of NBD (396 nm) at 39.7 °C



**Figure S23:** Arrhenius plot giving the values  $E_a = 96972$  J/mol and  $A = 1.42 \times 10^{13}$ .



Figure S26: Increase at absorbance maximum of NBD (323 nm) at 24.9 °C.



Figure S28: Increase at absorbance maximum of NBD (323 nm) at 39.7 °C





Figure S25: UV-Vis absorbance spectrum of 2 and 2<sub>OC-OC</sub>.



Figure S27: Increase at absorbance maximum of NBD (323 nm) at 34.9 °C.



Figure S29: Arrhenius plot giving the values  $E_a = 104213$  J/mol and  $A = 2.17 \times 10^{13}$ .





Figure S32: UV-Vis absorption spectra after varying irradiation times with a 455 nm diode.



Figure S34: Increase at absorbance maxima of NBD at 25 °C.







**Figure S33:** UV-Vis absorption spectra after varying irradiation times with a 405 nm diode.



Figure S35: Increase at absorbance maxima of NBD at 35 °C.



Figure S36: Increase at absorbance maxima of NBD at 40 °C.



and  $E_a = 99508 \text{ J/mol}$ 



**Figure S38:** Eyring plot giving the values:  $\Delta H^{\dagger} = 96971$  J/mol and  $\Delta S^{\dagger} = 23.28$  J mol<sup>-1</sup> K<sup>-1</sup>





**Figure S40:** UV-Vis spectra after varying irradiation times of **4** with a 405 nm diode.



Figure S42: Increase at absorbance maxima of NBD at 40 °C.



300 350 400 450 500 550 600 Wavelength (nm)

Figure S41: UV-Vis spectra after varying irradiation times of 4 with a 455 nm diode.



Figure S43: Increase at absorbance maxima of NBD at 35 °C.



**Figure S46:** Eyring plot giving the values:  $\Delta H^{\dagger} = 146063 \text{ J/mol}$ and  $\Delta S^{\dagger} = 182.9 \text{ J mol}^{-1} \text{ K}^{-1}$ .



Figure S45: Arrhenius plot giving the values:  $A = 5.7 x 10^{22} s^{-1}$  and  $E_a = 148600 J/mol$ 







Figure S48: UV-Vis spectra after varying irradiation times of 5.



Figure S50: Increase at absorbance maxima of NBD at 30 °C.



Figure S52: Increase at absorbance maxima of NBD at 40 °C.



Figure S49: Increase at absorbance maxima of NBD at 25 °C.



Figure S51: Increase at absorbance maxima of NBD at 35 °C.







## Photoisomerization quantum yields

## Photonflux



Figure S55: Photon flux for lamp at 340 nm is  $9.32652 \times 10^{-9} \text{ mol s}^{-1}$ . Used for 2.



Figure S56: Photon flux for lamp at 405 nm is  $1.31811 \times 10^{-7}$  mol s<sup>-1</sup>. Used for 1, 3, 4 and 5.



Figure S57: Plot of the quantum yield measurements for compound 1 at 405 nm. The quantum yield could not be calculated as the data deviated from linearity.

#### **Compound 2**



Figure S58: Plot of the quantum yield measurements for compound 2 at 340 nm.  $\Phi_{sample 1} = 50\%$ .  $\Phi_{sample 2} = 50\%$ .



Figure S59: Plot of the quantum yield measurements for compound 3 at 405 nm.  $\Phi_{sample 1} = 46\%$ .  $\Phi_{sample 2} = 42\%$ .



Figure S60: Plot of the quantum yield measurements for compound 4 at 405 nm.  $\Phi_{\text{sample 1}} = 70\%$ .  $\Phi_{\text{sample 2}} = 70\%$ .



Figure S61: Plot of the quantum yield measurements for compound 5 at 405 nm. The quantum yield could not be calculated as the data deviated from linearity.