## SUPPORTING INFORMATION

What is the difference between the dynamics of anion- and keto-type of photochromic salicylaldehyde azine ?

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**Fig. S1.** Benesi-Hildebrand (BH) plot for the absorption change at 430 nm of SAA in DCM in the presence of DBU assuming 1:1 complex (SAA:DBU). The concentration of SAA was 4.4 x  $10^{-5}$  M and those of DBU used for the plot were at least 30 times higher than that of SAA in order to apply the BH model. The absorption changes at 430 nm correspond to the intensity maximum of SAA anion absorption (see Fig. 1A). The calculated (ratio of the intercept and slope of the linear fit) equilibrium constant is  $K_e=36 \pm 10$  M<sup>-1</sup> at 293 K.



**Fig. S2.** Steady-state fluorescence, fluorescence excitation and UV-visible absorption spectra of SAA in DCM containing 0.1 M DBU. For fluorescence spectra, the emission and observation wavelengths are indicated.

## Acknowledgements

This work was supported by the JCCM and MICINN through projects PCI08-0037-5868 and MAT2008-01609 and partly by the Ministry of Science and Higher Education (MNiSW) Poland (Project n° N204 149 32/3777). M.G and M.Z. thank JCCM contract (grant N° CPA-014/08) and the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement n° 235286, respectively.