## Electronic Supporting Information (ESI) Control of Green and Red Upconversion in NaYF<sub>4</sub>:Yb<sup>3+</sup>,Er<sup>3+</sup> Nanoparticles by Excitation Modulation

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**Fig. S1**. X-ray powder diffraction (XRD) pattern of NaYF<sub>4</sub>:Er<sup>3+</sup>, Yb<sup>3+</sup> nanoparticles.



**Fig. S2**. Power density dependence of three emission peaks in NaYF<sub>4</sub>: Yb<sup>3+</sup>,Er<sup>3+</sup> nanoparticles. Data for visible peaks are well matched to linear fits with slopes of approximately 2, indicating 2-photon processes. Excitation was by 980 nm laser diode pulsed at 500 Hz with a 100  $\mu$ s pulse width.



**Fig. S3**. Left: Luminescence decay of NaYF<sub>4</sub>: $Er^{3+}$ , Yb<sup>3+</sup> nanoparticles at several wavelengths following direct excitation of the associated transitions. Excitation and measurement matched the wavelengths listed in the legend. Right: Luminescence decay of transitions resulting in green and red emission in upconverting nanoparticles as well as the luminescence decay of NaYF<sub>4</sub>:Yb<sup>3+</sup> nanoparticles at 980 nm. Excitation for all three was 980 nm. Excitation was by an OPO tuned NdYAG laser pulsed at 20 Hz with 3 ns pulse width for all measurements.



**Fig. S4.** Luminescence decay measured at 980 nm following excitation by 1500 nm (red) and 800 nm (blue).



**Fig. S5.** Size distribution of NaYF<sub>4</sub>: $Er^{3+}$ , Yb<sup>3+</sup> nanoparticles. The peak is at 14.3 nm.

## Coefficients for rate equations presented in the main text:

$$\begin{split} C_{22} &= \frac{k_{02}N_0N_{S*}^0}{W_2 - W_S} \text{ and } C_{21} = N_2^0 - \frac{k_{02}N_0N_{S*}^0}{W_2 - W_S} \\ C_{42} &= \frac{k_{24}N_{S*}^0N_2^0}{W_4 - (W_S + W_2)} - \frac{k_{02}k_{24}N_0N_{S*}^0}{W_4(W_2 - W_S) - (W_S^2 + W_2^2)}, \\ C_{43} &= \frac{k_{02}k_{24}N_0N_{S*}^0}{W_4(W_2 - W_S) - 2(W_2W_S - W_S^2)}, \text{ and } C_{41} = -(C_{42} + C_{43}) \\ C_{31} &= -(C_{32} + C_{33} + C_{34} + C_{35}), \\ C_{32} &= \frac{k_{13}N_{S*}^0C_{11}}{W_3 - W_S - W_{10}}, C_{33} = \frac{\left(\frac{W_{43}C_{42} - \frac{k_{13}N_{S*}^0C_{21}}{W_2}\right)}{W_3 - W_S - W_2}}{W_3 - W_S}, \text{ and } C_{35} = \frac{W_{43}C_{41}}{W_3 - W_4} \end{split}$$