

Electronic Supplementary Information

Bright fluorescence through activation of a low absorption fluorophore: The case of a unique naphthalimide-tetrazine dyad.

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Electrochemical characteristics of NITZ.

Electrochemical studies were performed using dichloromethane (DCM) (SDS, anhydrous for analysis) as a solvent, with *N,N,N,N*-tetrabutylammonium hexafluorophosphate (TBAFP) (Fluka, puriss.) as the supporting electrolyte. The substrate concentration was *ca.* 5 mM. A 1 mm diameter Pt or glassy carbon electrode was used as the working electrode, along with a Ag^+/Ag (10^{-2} M) reference electrode and a Pt wire counter electrode. The cell was connected to a CH Instruments 600B potentiostat monitored by a PC computer. The reference electrode was checked *vs.* ferrocene as recommended by IUPAC. In our case, $E^\circ(\text{Fc}^+/\text{Fc}) = 0.097$ V. All solutions were degassed by argon bubbling prior to each experiment.

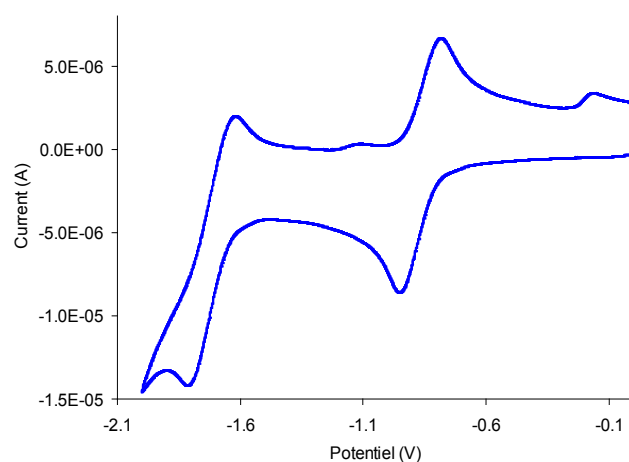
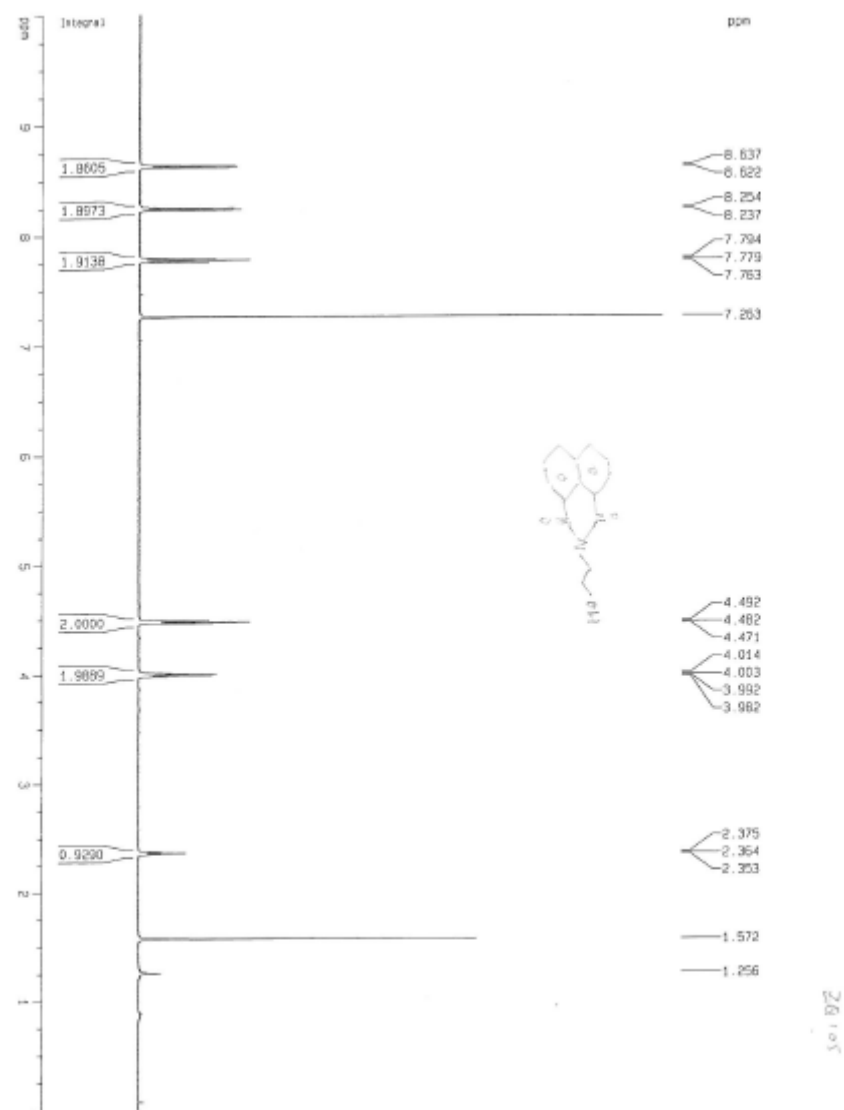


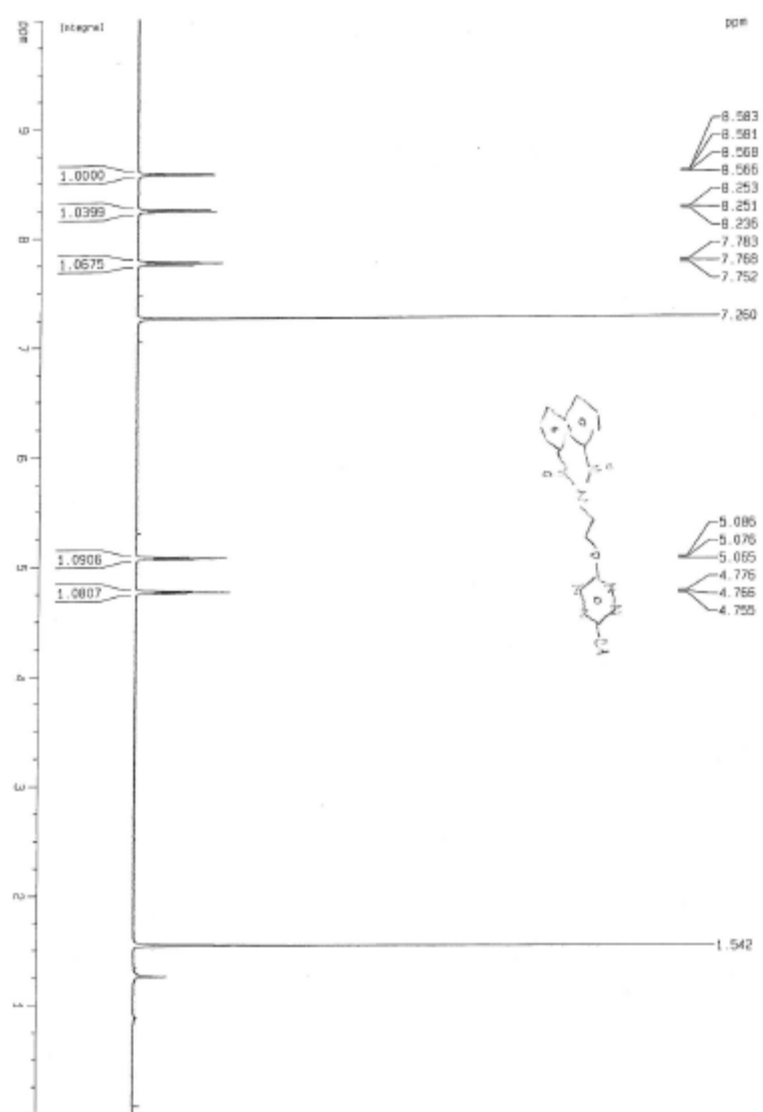
Fig. 1 Cyclic voltammogram of NITZ (1 mm diameter Pt electrode, 100 mV/s, DCM/TBAPF₆, potentials in V *vs.* $\text{Ag}/\text{Ag}^+10^{-2}$ M).

NMR spectra

¹H NMR of *N*-(2-hydroxyethyl)-1,8-naphthalimide



¹H NMR of NITZ



¹³C NMR of NITZ

