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> > **†Electronic supplementary information (ESI)**

## Up/down conversion luminescence properties of Na<sub>0.5</sub>Gd<sub>0.5</sub>MoO<sub>4</sub>:Ln<sup>3+</sup> (Ln= Eu, Tb, Dy, Yb/Er, Yb/Tm, Yb/Ho) microstructures: Synthesis, morphology and structural investigation

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**Note added after first publication:** This Supplementary Information file replaces the one originally published on 20<sup>th</sup> May 2014 due to an error in Fig. S5(c).



Fig. S1 FTIR spectra of Na<sub>0.5</sub>Gd<sub>0.5</sub>MoO<sub>4</sub>:Eu<sup>3+</sup> synthesized with different reaction time intervals.



Fig. S2 Raman spectra of microstructures focusing on the Na<sub>0.5</sub>Gd<sub>0.5</sub>MoO<sub>4</sub> phonon region.

For representative analysis, the phonon bands of the  $Na_{0.5}Gd_{0.5}MoO_4$ : Eu<sup>3+</sup> were identified by using Raman spectroscopy and shown in fig. S2. The phonon energy of Eu<sup>3+</sup> doped  $Na_{0.5}Gd_{0.5}MoO_4$  is found to be maximum at 323 cm<sup>-1</sup> which is assigned due to the symmetric bending vibrations within the [MoO<sub>4</sub>]<sup>2-</sup> clusters.



Fig. S3 Excitation spectrum of (Na<sub>0.5</sub>Gd<sub>0.5</sub>)MoO<sub>4</sub> doped with Ln<sup>3+</sup> (Eu, Tb, Dy).



Fig. S4: The energy level diagram and the energy transfer process in the  $Na_{0.5}Gd_{0.5}MoO_4$ :  $Ln^{3+}$  ( $Ln = Tb^{3+}$ ,  $Dy^{3+}$ ).



Fig. S5: Fluorescent life time of (a)  ${}^{5}D_{0} \rightarrow {}^{7}F_{2}$  transition in Eu<sup>3+</sup>, (b)  ${}^{5}D_{4} \rightarrow {}^{7}F_{5}$  transition in Tb<sup>3+</sup>, (c)  ${}^{4}F_{9/2} \rightarrow {}^{6}H_{13/2}$  transition in Dy<sup>3+</sup>.



Fig. S6 CIE diagram of Na<sub>0.5</sub>Gd<sub>0.5</sub>MoO<sub>4</sub> microstructures doped with Eu<sup>3+</sup>, Tb<sup>3+</sup>, Dy<sup>3+</sup> (A, B, C, respectively).

#### Table S1: Photometric characteristics of (Na<sub>0.5</sub>Gd<sub>0.5-x</sub>)MoO<sub>4</sub>:xEu<sup>3+</sup>

	$Fu^{3+}$ concentration	ССТ	-	Colour co	LFR	
Phosphor	in moles	(K)	CRI	Х	У	(lm W <sup>-1</sup> )
$(Na_{0.5}Gd_{0.5-x})MoO_4$ : xEu <sup>3+</sup>	x = 0.02	1534	57	0.511	0.318	178
	x = 0.04	1489	53	0.521	0.321	182
	x = 0.06	1204	47	0.589	0.334	198
	x = 0.08	1326	51	0.555	0.326	192
	x = 0.10	1447	52	0.528	0.321	189

### Table S2: Photometric characteristics of (Na<sub>0.5</sub>Gd<sub>0.5-x-y</sub>)MoO<sub>4</sub>:xYb<sup>3+</sup>/yEr<sup>3+</sup>

	Er <sup>3+</sup> Concentration	ССТ	Colour coordinates LER			
Phosphor	in moles	(K)	CRI	Х	у	$(\text{Im } \text{W}^{-1})$
	y = 0.01	Undefined	24	0.185	0.780	447
	y = 0.02	Undefined	19	0.182	0.775	457
$(Na_{0.5}Gd_{0.5-x-y})MoO_4: xYb^{3+}/yEr^{3+}$ (x=0.05 moles of Yb^{3+})	y = 0.03	Undefined	12	0.178	0.766	482
, , , , , , , , , , , , , , , , , , ,	y = 0.04	Undefined	16	0.181	0.732	475
	y = 0.05	Undefined	14	0.183	0.756	473

	COT Colour			ordinates	
Phosphor	(K)	CRI	Х	у	$\frac{\text{LER}}{(\text{Im } W^{-1})}$
$(Na_{0.5}Gd_{0.5})MoO_4:Eu^{3+}$	1204	47	0.589	0.334	198
$(Na_{0.5}Gd_{0.5})MoO_4$ :Tb <sup>3+</sup>	Undefined	8	0.232	0.625	278
$(Na_{0.5}Gd_{0.5})MoO_4:Dy^{3+}$	4208	7	0.386	0.433	283
$(Na_{0.5}Gd_{0.5})MoO_4:\!0.05Yb^{3+}\!/0.03Er^{3+}$	Undefined	12	0.178	0.766	482
$(Na_{0.5}Gd_{0.5})MoO_4\!:\!0.05Yb^{3+}\!/0.03~Tm^{3+}$	>100000	Undefined	0.153	0.145	96
$(Na_{0.5}Gd_{0.5})MoO_4: 0.05Yb^{3+}/0.03Ho^{3+}$	Undefined	33	0.394	0.510	281

# Table S3: Photometric characteristics of (Na<sub>0.5</sub>Gd<sub>0.5</sub>)MoO<sub>4</sub>: Ln<sup>3+</sup>(Ln=Tb, Dy, Yb/Tm, Yb/Ho) under optimized condition (200°C for 24 h)