

## Supporting Information

for

### Photophysical Characterization of Cinnamates

Thitinun M. Karpkird<sup>[a]\*</sup> Supason Wanichweacharungruang<sup>[b]</sup> Bo Albinsson<sup>[c]</sup>

#### 5 Contents

1. NMR spectra of *cis*-cinnamates at 298K
2. ESI-MS of *cis*-cinnamates
3. Emission spectra of *t-2*, *c-2*, *t-3* and *c-3* in 3MP at various temperatures

#### 10 1. NMR spectra of *cis*-cinnamates at 298K

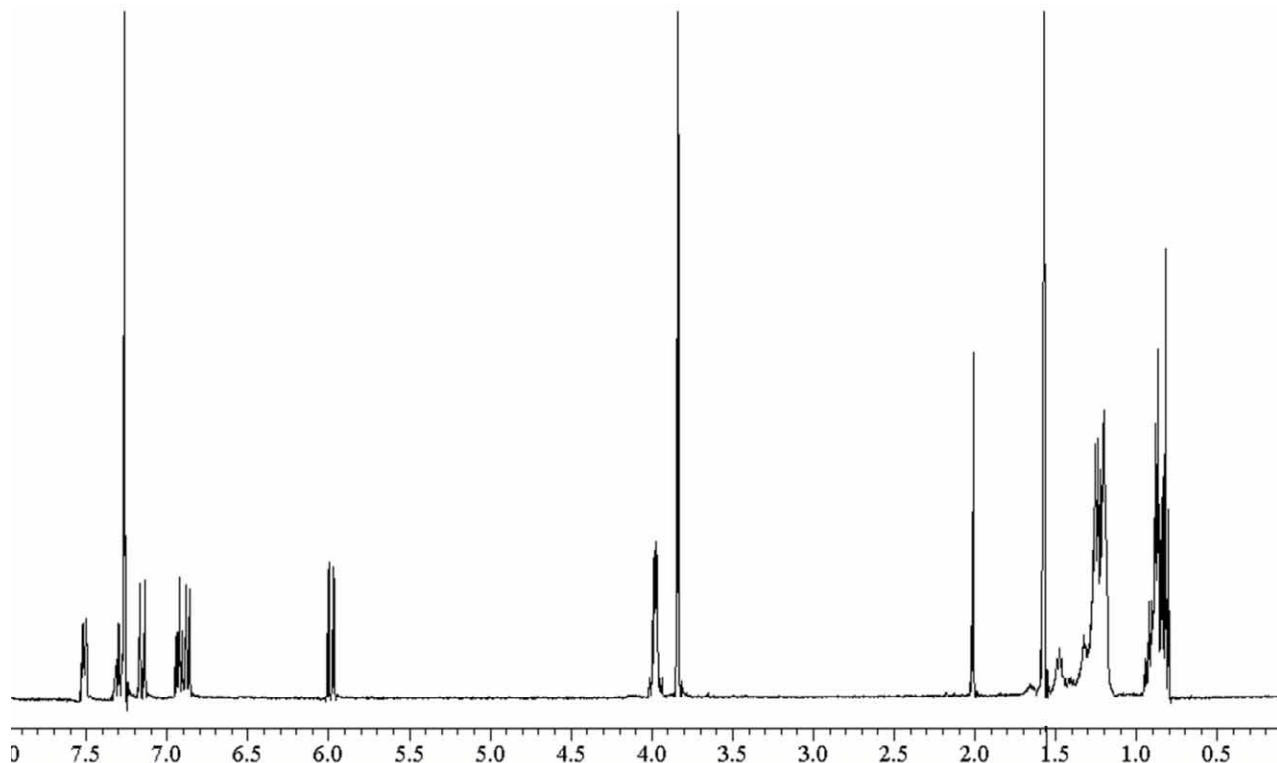
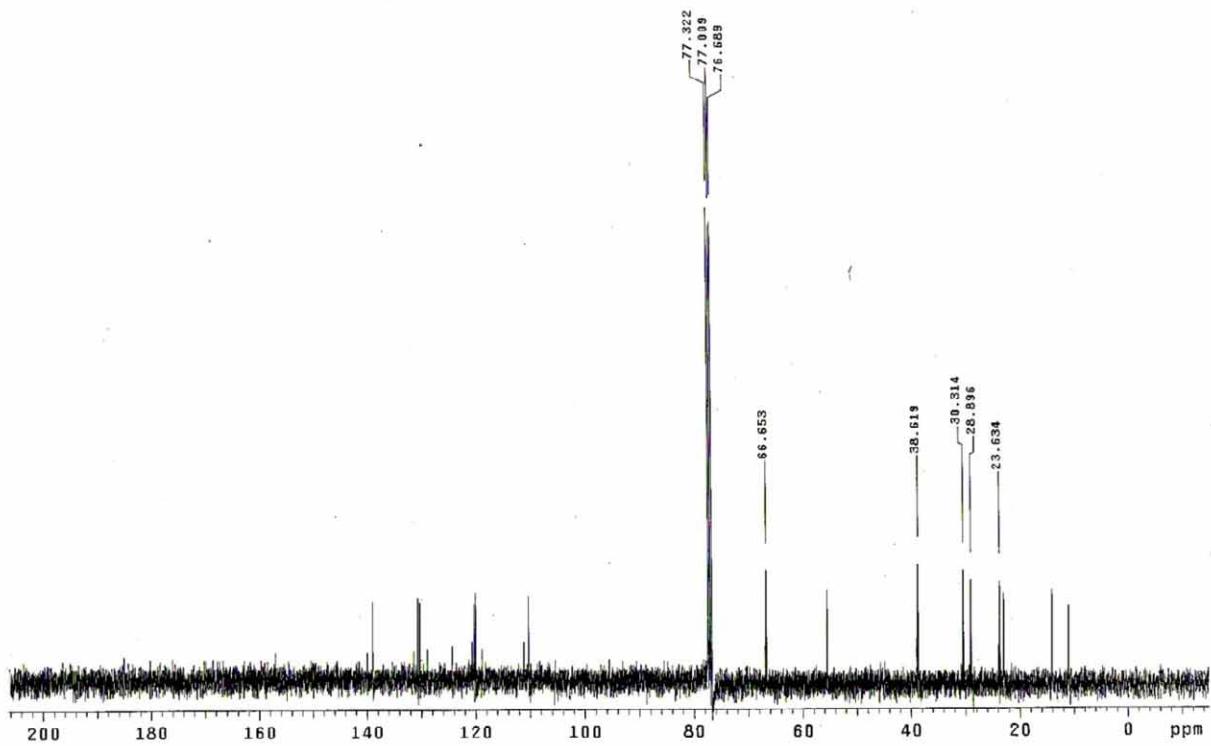
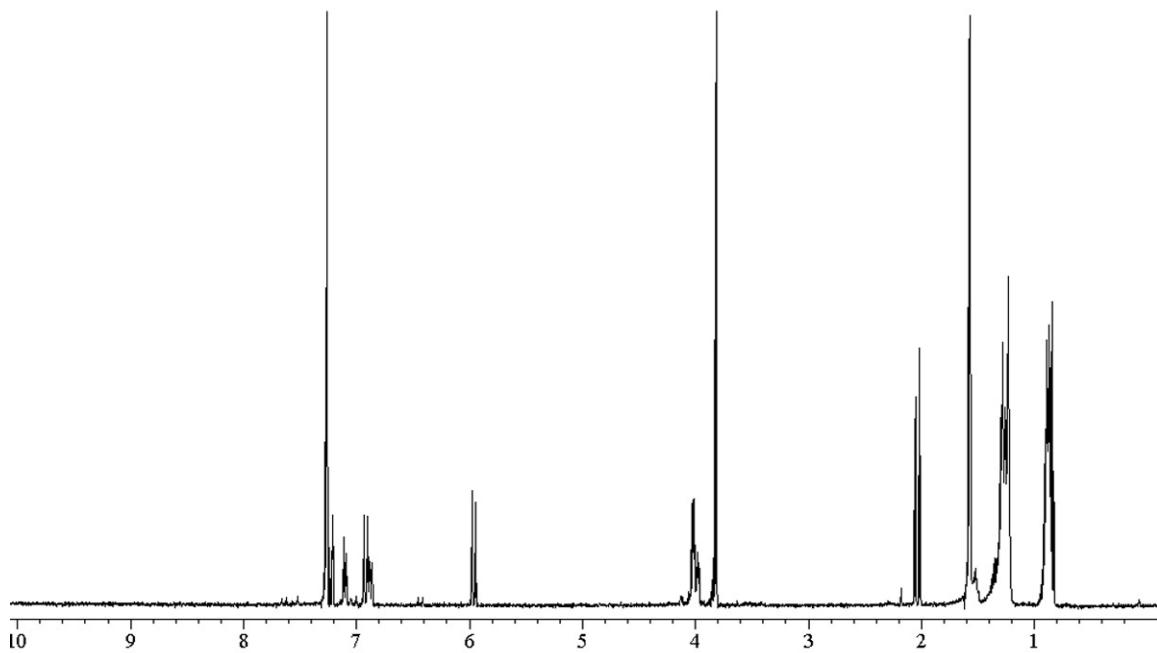


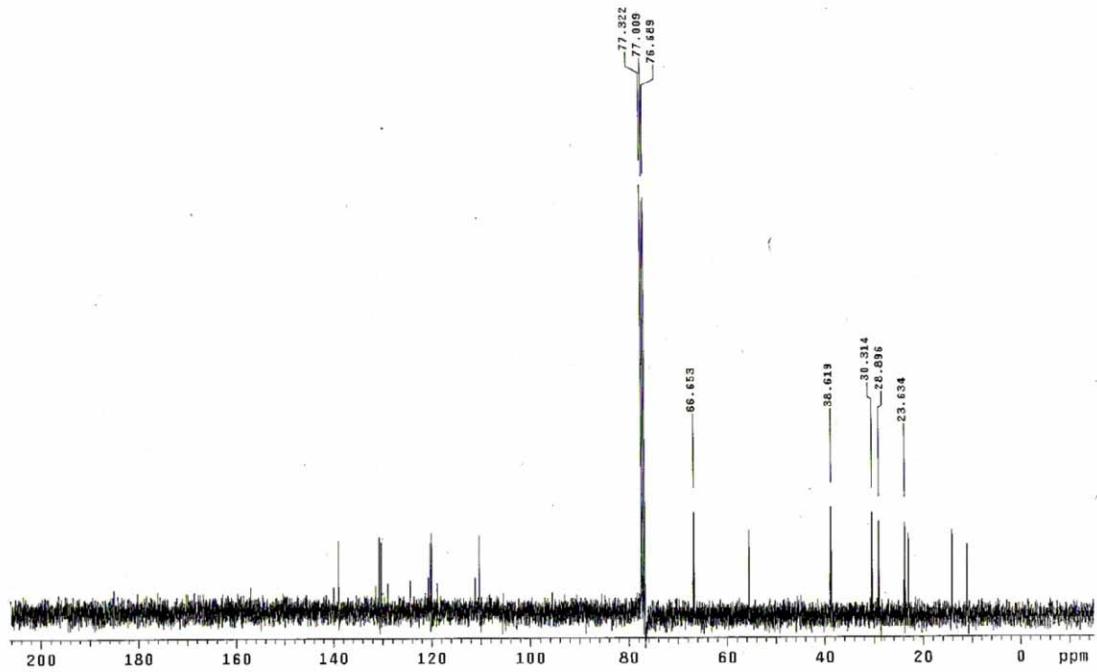
Figure S1 <sup>1</sup>H-NMR (400 MHz, CD<sub>3</sub>Cl) of *c-1*.



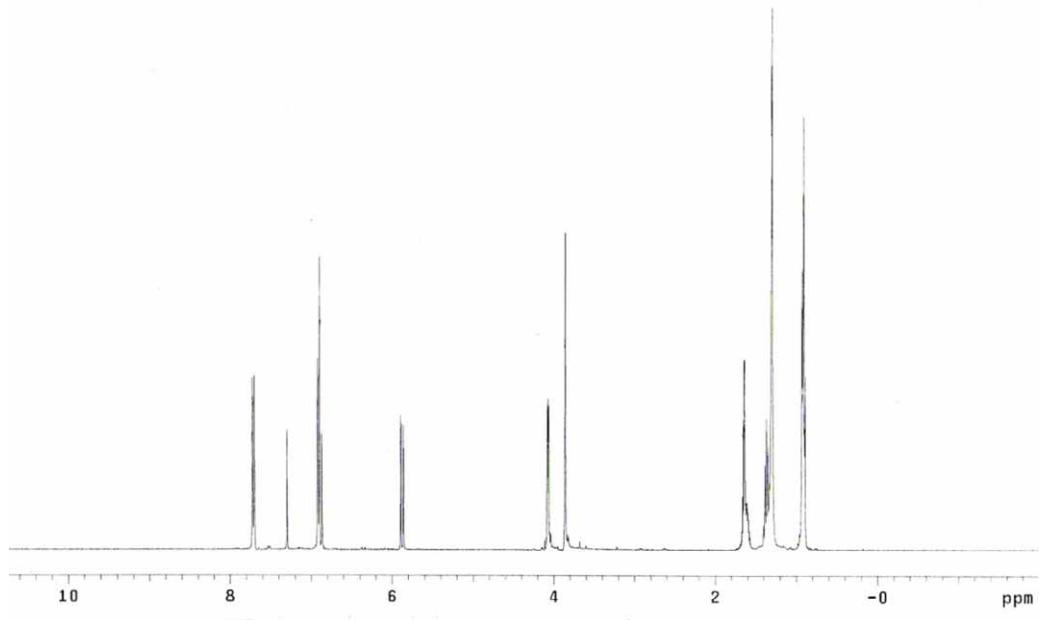
**Figure S2** <sup>13</sup>C-NMR (100 MHz, CD<sub>3</sub>Cl) of *c*-1.



**Figure S3** <sup>1</sup>H-NMR (400 MHz, CD<sub>3</sub>Cl) of *c*-2.

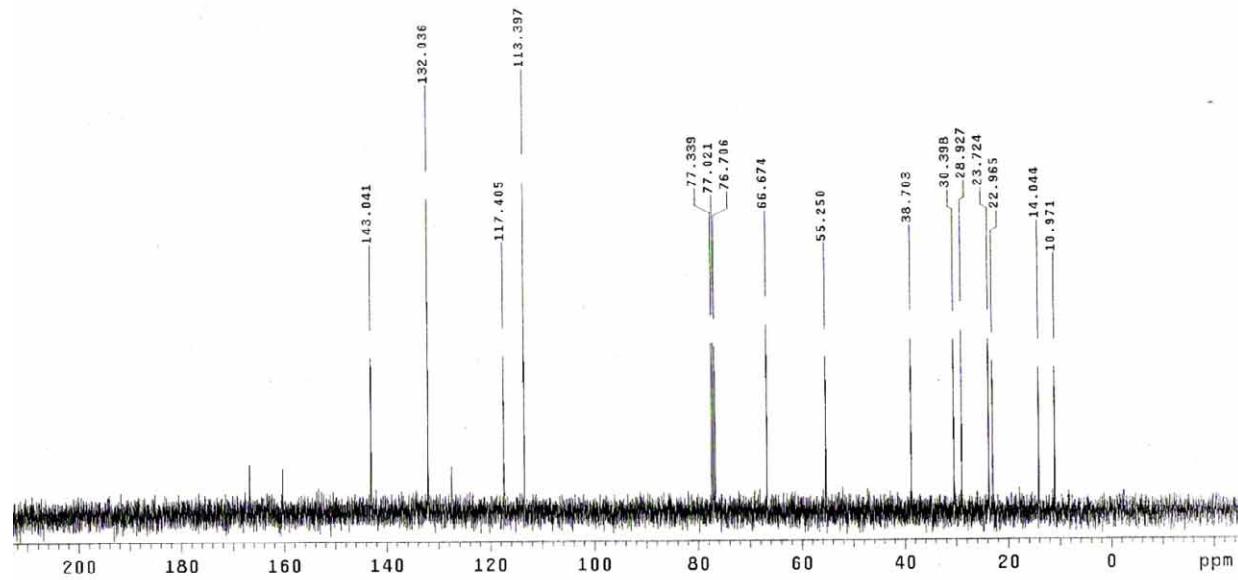


**Figure S4**  $^{13}\text{C}$ -NMR (100 MHz,  $\text{CD}_3\text{Cl}$ ) of *c*-2.

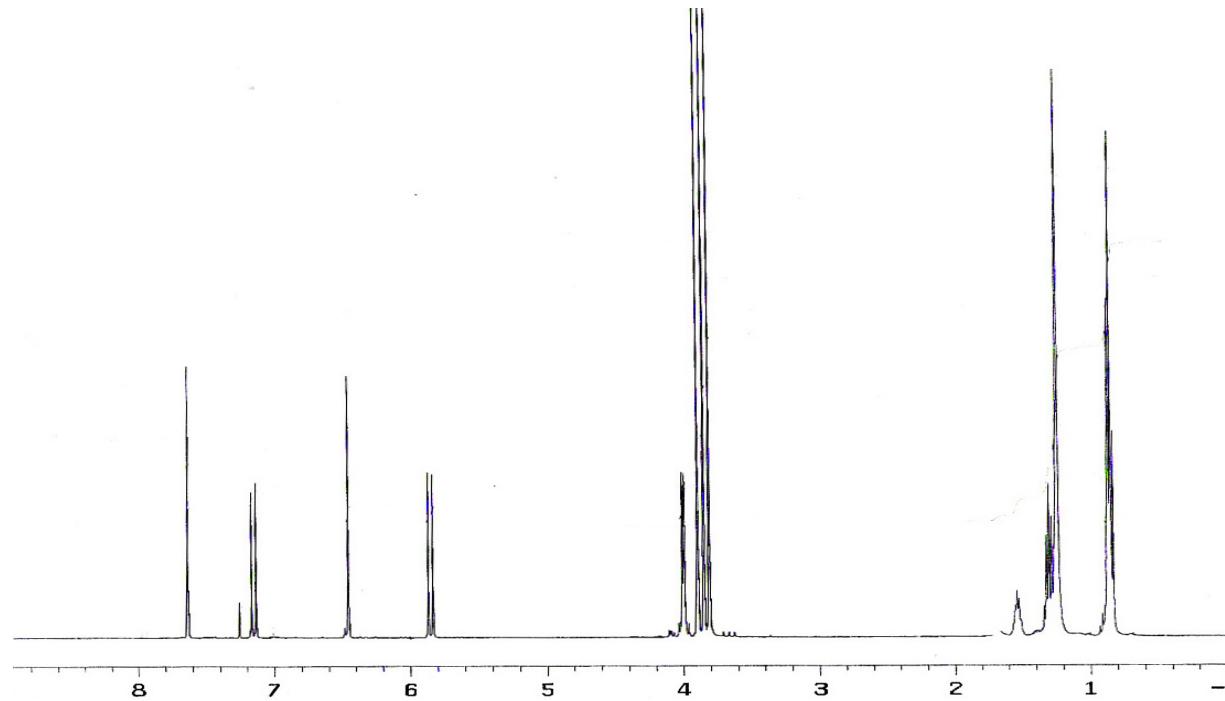


**Figure S5**

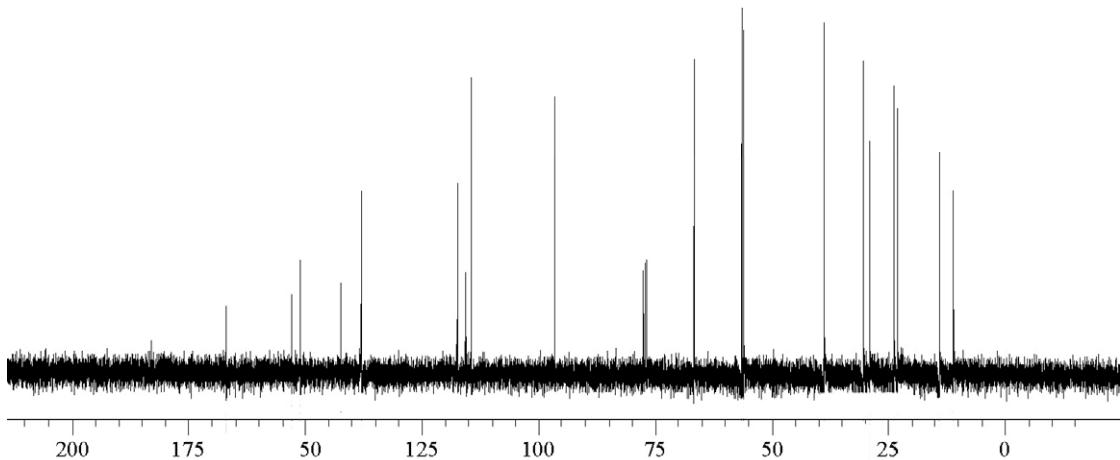
$^{13}\text{C}$ -NMR (100 MHz,  $\text{CD}_3\text{Cl}$ ) of *c*-3.



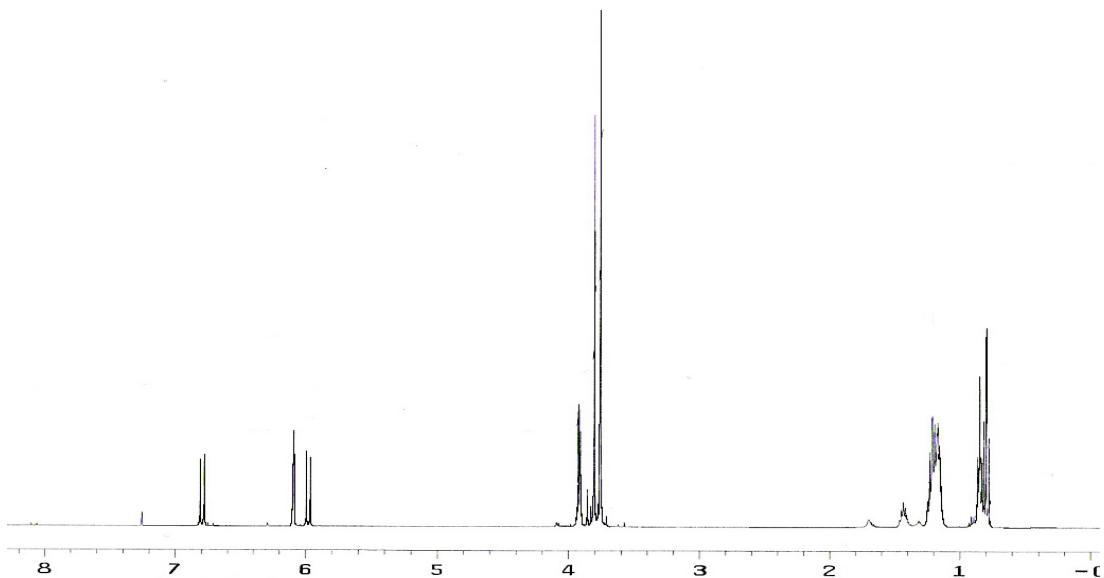
**Figure S6**  $^{13}\text{C}$ -NMR (100 MHz,  $\text{CD}_3\text{Cl}$ ) of *c*-3.



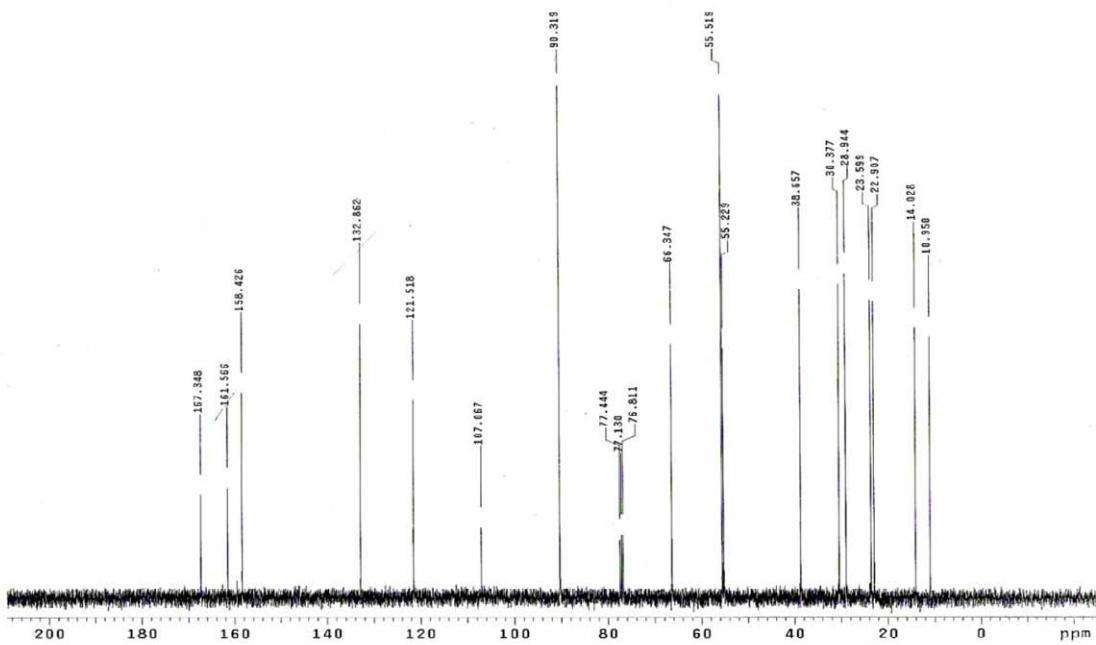
**Figure S7**  $^1\text{H}$ -NMR (400 MHz,  $\text{CD}_3\text{Cl}$ ) of *c*-4.



**Figure S8**  $^{13}\text{C}$ -NMR (100 MHz,  $\text{CD}_3\text{Cl}$ ) of *c*-4.

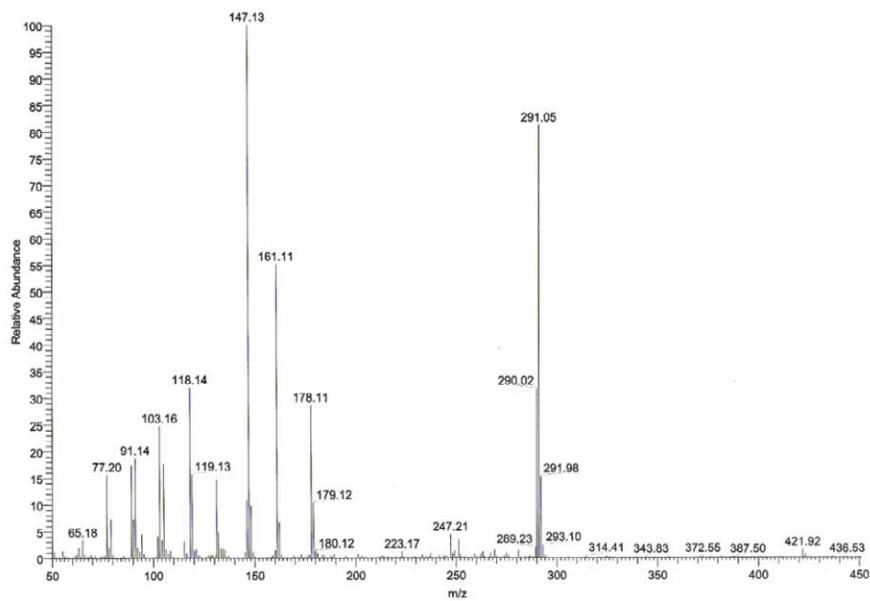


**Figure S9**  $^1\text{H}$ -NMR (400 MHz,  $\text{CD}_3\text{Cl}$ ) of *c*-5.



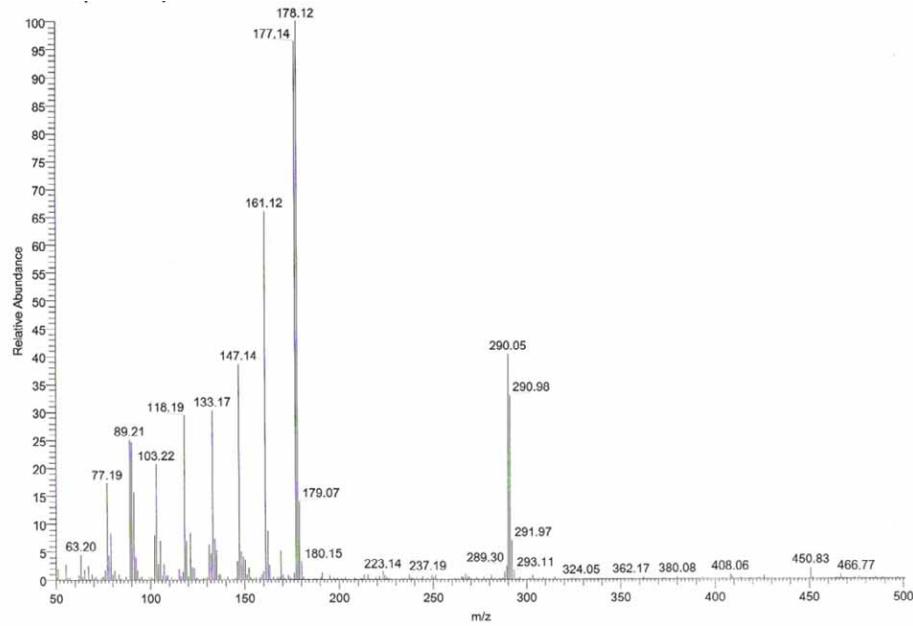
**Figure S10**  $^{13}\text{C}$ -NMR (100 MHz,  $\text{CD}_3\text{Cl}$ ) of *c*-5.

## 2. ESI-MS of *cis*-cinnamates

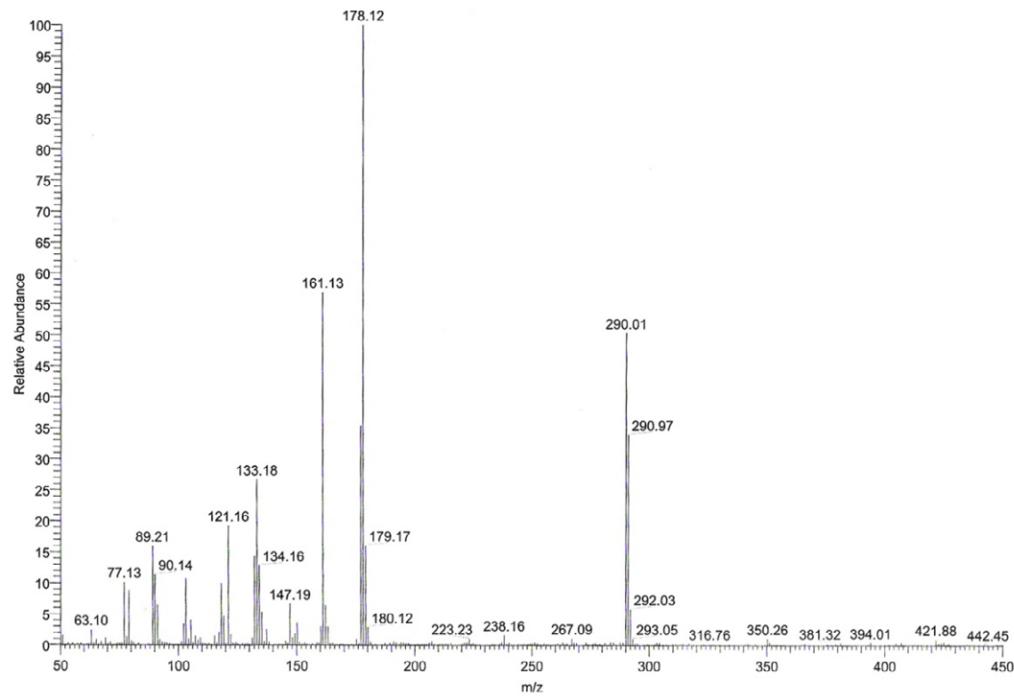


5

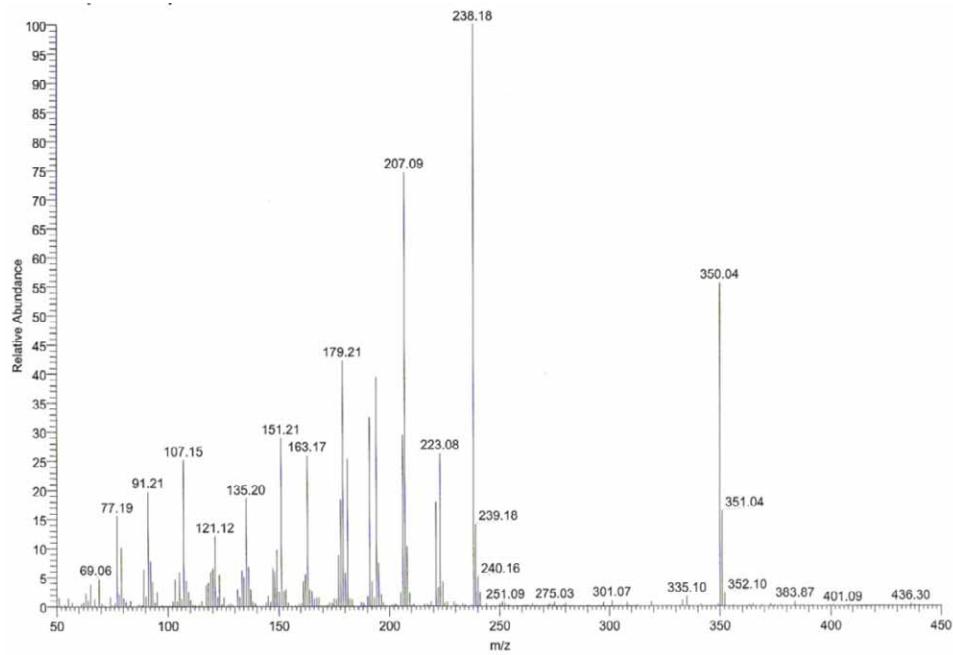
**Figure S11** ESI-MS spectrum of *c*-1.



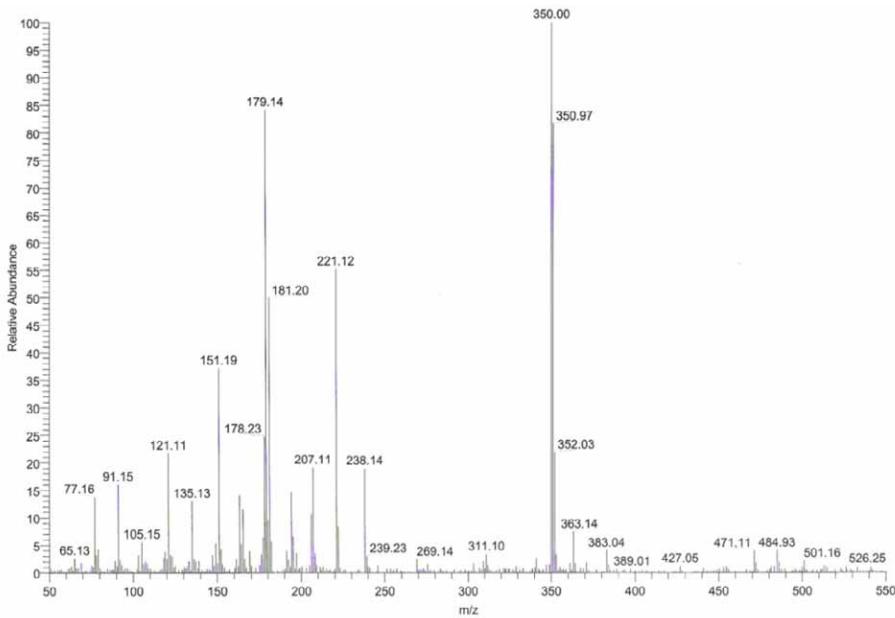
**Figure S12** ESI-MS spectrum of *c*-2.



**Figure S13** ESI-MS spectrum of *c*-3.

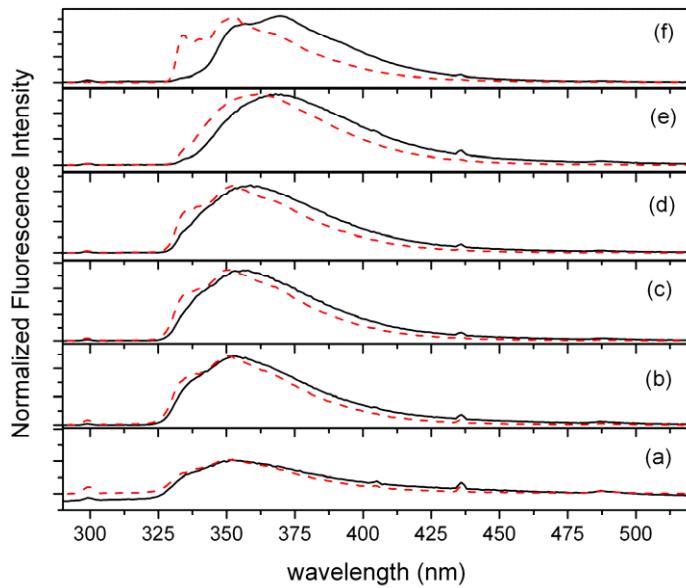


**Figure S14** ESI-MS spectrum of *c*-4.

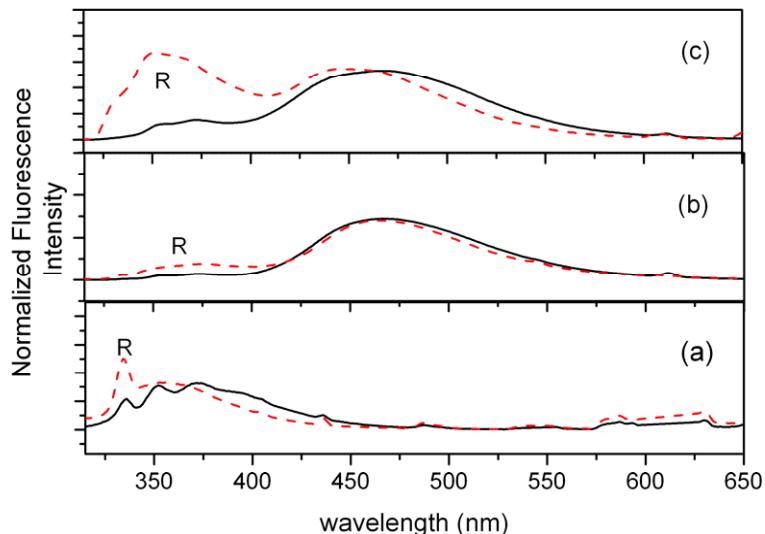


**Figure S15** ESI-MS spectrum of *c*-5.

### 3. Emission spectra of *t*-2, *c*-2, *t*-3 and *c*-3 in 3MP at various temperatures



**Figure S16** Emission spectra of *trans* (solid line) and *cis* (dashed line) of 2-ethylhexyl-*meta*-methoxycinnamate in 3MP at a) 300, (b) 250, (c) 200, (d) 150, (e) 100 and (f) 78K.



**Figure S17** Emission spectra of *trans* (solid line) and *cis* (dashed line) of 2-ethylhexyl-*para*-methoxycinnamate in 3MP at (a) 279, (b) 100 and (c) 78 K (R= raman scattering).