## Supporting Information

> for

# Linear, two- and four-armed pyridine-decorated thiazolo[5,4-d]thiazole fluorophores: synthesis, photophysical study and computational investigation 

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## 1. Supplementary synthetic procedures



Compound 1a and 1b were synthesized using a similar procedure. To a solution of 2-bromo-5-hydroxypyridine ( $5.0 \mathrm{~g}, 28.7 \mathrm{mmol}$ ) in DMF ( 80 mL ) under argon, $\mathrm{K}_{2} \mathrm{CO}_{3}$ (11.8, 3.0 equiv.) and either 2-ethylhexyl bromide $\left(\begin{array}{llll}6.66 & \mathrm{~g}, & 1.2 & \text { equiv.) or 2-decyltetradecyl } 4 \text { - }\end{array}\right.$ methylbenzenesulfonate ( 17.54 g 1.2 equiv.) were added for yielding $\mathbf{1 a}$ and $\mathbf{1 b}$, respectively. ${ }^{[1]}$ The reaction mixture was allowed to stir overnight at $90^{\circ} \mathrm{C}$ under an argon atmosphere. After cooling to room temperature, the mixture was filtered through Celite and washed with $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ and the filtrate was collected and evaporated to dryness under reduced pressure. The resulting residue was purified by short column chromatography $\left(\mathrm{SiO}_{2}\right.$, petroleum ether then $\mathrm{CH}_{2} \mathrm{Cl}_{2} /$ petroleum ether $1: 1$ ) affording the desired compound. $\mathbf{1 b}$ was obtained as colorless oil ( 7.2 g , yield $87 \%$ ); 1c was obtained as pale-yellow oil ( 13.20 g , yield $90 \%$ ).

Compound 1b. ${ }^{1} \mathrm{H}$ NMR $\left(\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.04(\mathrm{~d}, J=5 \mathrm{~Hz}, 1 \mathrm{H}), 7.33(\mathrm{~d}, J=10 \mathrm{~Hz}$, $1 \mathrm{H}), 7.08\left(\mathrm{dd}, J_{l}=5 \mathrm{~Hz}, J_{2}=10 \mathrm{~Hz}, 1 \mathrm{H}\right), 3,84(\mathrm{~m}, 2 \mathrm{H}), 1.71(\mathrm{~m}, 1 \mathrm{H}), 1.43(\mathrm{~m}, 4 \mathrm{H}), 1.29(\mathrm{~m}$, $4 \mathrm{H}), 0.89(\mathrm{~m}, 6 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( $\left.\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 155.2,137.5 .131 .7,128.0,124.8$, 71.2, 39.3, 30.3, 29.0, 25.1, 23.7, 23.0, 14.1, 11.1. HR-MS (ESI): $\mathrm{m} / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{13} \mathrm{H}_{21} \mathrm{BrNO}[\mathrm{M}+\mathrm{H}]^{+}$286.0801; found 286.0805.

Compound 1c. ${ }^{1} \mathrm{H}$ NMR $\left(\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.02(\mathrm{~d}, J=3 \mathrm{~Hz}, 1 \mathrm{H}), 7.32(\mathrm{~d}, J=8.5$ $\mathrm{Hz}, 1 \mathrm{H}), 7.06\left(\mathrm{dd}, J_{1}=3 \mathrm{~Hz}, J_{2}=8.5 \mathrm{~Hz}, 1 \mathrm{H}\right), 3.82(\mathrm{~d}, J=5.5 \mathrm{~Hz}, 2 \mathrm{H}), 1.74(\mathrm{t}, J=5.5 \mathrm{~Hz}$, $1 \mathrm{H}), 1.28(\mathrm{~m}, 40 \mathrm{H}), 0.85(\mathrm{t}, J=7 \mathrm{~Hz}, 6 \mathrm{H}) .{ }^{13} \mathrm{C} \mathrm{NMR}\left(\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 155.2,137.5$, 131.7, 128.1, 124.8, 71.7, 40.5, 37.9, 31.9, 31.2, 30.9, 30.1, 29.9, 29.7, 29.6, 29.4, 26.8, 22.7, 14.1. HR-MS (ESI): $\mathrm{m} / z[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{29} \mathrm{H}_{53} \mathrm{BrNO}[\mathrm{M}+\mathrm{H}]^{+} 510.3305$; found 510.3294.

### 1.2.Synthesis of compound 2,3 and 4.



The compounds 2,5-bis(3-bromophenyl)thiazolo[5,4-d]thiazole (2), 2,5-bis(4-bromophenyl)thiazole[5,4-d]thiazole (3) and 2,5-bis(3,5-dibromophenyl)-thiazolo[5,4d]thiazole (4) were synthesized using a modification of literature procedures ${ }^{[52-S 3]}$

A solution of dithiooxamide $(1.0 \mathrm{~g}, 8.3 \mathrm{mmol})$ and 3-bromobenzaldehyde ( $3.08 \mathrm{~g}, 2.0$ equiv.) or 4-bromobenzaldehyde ( $3.08 \mathrm{~g}, 2.0$ equiv.) or 3,5-dibromobenzaldehyde in DMF (60 mL ) was refluxed for 24 hours. Upon cooling, the product was recrystallized out from the resulting solution. Filtration and washing successively with MeOH and diethyl ether afforded $\mathbf{2}(2.0 \mathrm{~g}$, yield $53 \%), \mathbf{3}(2.2 \mathrm{~g}$, yield $58 \%)$ or $\mathbf{4}(3.2 \mathrm{~g}$, yield $63 \%)$ respectively, as yellow solid. Due to the almost complete insolubility in a wide range of organic solvents, full characterization was not possible, and the compounds 2-4 were used in the following step without further purification.

### 1.3.Synthesis of compound 5,6 and 7.


$2 X=B r, Y=H, Z=H$
$3 X=H, Y=H, Z=B r$
$5 \quad \mathrm{X}=\mathrm{B}$ (pinacolate), $\mathrm{Y}=\mathrm{H}, \mathrm{Z}=\mathrm{H}$
$4 \mathrm{X}=\mathrm{Br}, \mathrm{Y}=\mathrm{Br}, \mathrm{Z}=\mathrm{H}$
$6 \mathrm{X}=\mathrm{H}, \mathrm{Y}=\mathrm{H}, \mathrm{Z}=\mathrm{B}$ (pinacolate)
$7 \mathrm{X}=\mathrm{B}$ (pinacolate), $\mathrm{Y}=\mathrm{B}$ (pinacolate), $\mathrm{Z}=\mathrm{H}$

To a solution of either 2 or $\mathbf{3}(1.0 \mathrm{~g}, 2.2 \mathrm{mmol})$ or $\mathbf{4}(1.0 \mathrm{~g}, 1.6 \mathrm{mmol})$ was added bis(pinacolato)diborane ( $1.4 \mathrm{~g}, 2.5$ equiv.) or ( $2.0 \mathrm{~g}, 5.0$ equiv. in the case of 4 ), respectively, potassium acetate ( $1.07 \mathrm{~g}, 5.0$ equiv.) or ( $1.6 \mathrm{~g}, 10.0$ equiv. in the case of 4$), \mathrm{Pd}\left(\mathrm{dppf}_{2}\right)_{2} \mathrm{Cl}_{2}(0.04$ g), in dried 1,4-dioxane ( 30 mL ) under argon. The reaction mixture was allowed to reflux overnight under an argon atmosphere. The mixture evaporated to dryness under reduced pressure and extracted with $\mathrm{CH}_{2} \mathrm{Cl}_{2}(2 \times 50 \mathrm{~mL})$. The organic layer was dried with anhydrous $\mathrm{MgSO}_{4}$ and the solvent was removed under vacuum. The crude product was purified by short column chromatography $\left(\mathrm{SiO}_{2}\right)$, to yield $\mathbf{5}$ or $\mathbf{6}$ (eluant: $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ then $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ with $\mathrm{MeOH} 0.5 \%$ ), or 7 (eluant: $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ then $\mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{MeOH} 0.5 \%$ then $\mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{MeOH} 1 \%$ ). Final washing with MeOH and then with petroleum ether provided the desired compounds in pure form.

## 2,5-bis(3-(4,4,5,5-tetramethyl-1,3,2-dioxaborolan-2-yl)phenyl)thiazolo[5,4-d]thiazole

White solid, 1.1 g , yield: $92 \% .{ }^{1} \mathrm{H}$ NMR $\left(\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.37(\mathrm{~m}, 2 \mathrm{H}), 8.10(\mathrm{~d}, J$ $=7.5 \mathrm{~Hz}, 2 \mathrm{H}), 7.89,(\mathrm{~d}, J=7.5 \mathrm{~Hz}, 2 \mathrm{H}), 7.47(\mathrm{t}, J=7.5 \mathrm{~Hz}, 2 \mathrm{H}), 1.36(\mathrm{~s}, 24 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR $\left(\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 169.2,150.9,137.0,133.4,132.6,129.1,128.5,84.2,24.9$.

HR-MS (ESI): $\mathrm{m} / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{28} \mathrm{H}_{33} \mathrm{~B}_{2} \mathrm{~N}_{2} \mathrm{O}_{4} \mathrm{~S}_{2}[\mathrm{M}+\mathrm{H}]^{+}$547.2072; found 547.2071. yellow solid, 1.0 g , yield: $83 \%{ }^{1}{ }^{1} \mathrm{H}$ NMR $\left(\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 7.98(\mathrm{~d}, J=10 \mathrm{~Hz}, 4 \mathrm{H})$, $7.89(\mathrm{~d}, J=10 \mathrm{~Hz}, 4 \mathrm{H}), 1.35(\mathrm{~s}, 24 \mathrm{H}) .{ }^{13} \mathrm{C} \mathrm{NMR}\left(\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 169.3,151.3$, 136.1, 135.5, 125.5, 84.1, 24.9. HR-MS (ESI): $m / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{28} \mathrm{H}_{33} \mathrm{~B}_{2} \mathrm{~N}_{2} \mathrm{O}_{4} \mathrm{~S}_{2}[\mathrm{M}+$ $\mathrm{H}]^{+} 547.2072$; found 547.2060.

## 2,5-bis(3,5-bis(4,4,5,5-tetramethyl-1,3,2-dioxaborolan-2-yl)phenyl)thiazolo[5,4-d]thiazole

(7). White solid, 1.0 g , yield $78 \% .{ }^{1} \mathrm{H}$ NMR $\left(\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.48(\mathrm{~d}, J=0.5 \mathrm{~Hz}$, $2 \mathrm{H}), 8.32(\mathrm{t}, J=0.5 \mathrm{~Hz}, 4 \mathrm{H}), 1.33(\mathrm{~s}, 48 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR $\left(\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm})$ 169.2, 151.0, 143.3, 135.3, 132.8, 129.3, 84.1, 24.05. HR-MS (ESI): $m / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{40} \mathrm{H}_{55} \mathrm{~B}_{4} \mathrm{~N}_{2} \mathrm{O}_{8} \mathrm{~S}_{2}$ $[\mathrm{M}+\mathrm{H}]^{+} 799.3767$ found 799.3758 .

### 1.4.Synthesis of compound $8 \mathrm{a}, \mathrm{8b}$ and 8 c



A DMF solution $(15 \mathrm{~mL})$ of compound $\mathbf{6}(0.11 \mathrm{~g}, 0.2 \mathrm{mmol})$ and 2-bromo-5-methoxypyridine ( 0.11 $\mathrm{g}, 3.0$ equiv.) was degassed with argon for 20 min . To the mixture, $\mathrm{Cs}_{2} \mathrm{CO}_{3}(1.22 \mathrm{~g}, 6.0$ equiv.) and $\mathrm{Pd}\left(\mathrm{PPh}_{3}\right)_{4}$ (0.1 equiv.) were added under an argon atmosphere. The reaction media was heated to 100 ${ }^{\circ} \mathrm{C}$ for 48 h . The heating was stopped, and the reaction mixture was allowed to reach room temperature. The yellow solid was filtered, washed successively with $\mathrm{H}_{2} \mathrm{O}, \mathrm{MeOH}$, acetone and diethyl ether to yield compound $\mathbf{8 a}$ as a pure product ( 0.054 g , yield $53 \%$ ). The very low solubility of the product in a wide range of organic solvents hampered its full characterization.

Compound 8b and 8c were synthesized using the same procedures as $\mathbf{8 a}$ and employing the corresponding 2-bromo-5-alkoxypyridine.

Compound 8b. Yellow solid ( 0.088 g , yield $58 \%$ ). ${ }^{1} \mathrm{H}$ NMR ( $\left.\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.43$ (d, $J=2.5 \mathrm{~Hz}, 2 \mathrm{H}), 8.10(\mathrm{~s}, 8 \mathrm{H}), 7.79(\mathrm{~d}, J=9 \mathrm{~Hz}, 2 \mathrm{H}), 7.44(\mathrm{~m}, 2 \mathrm{H}), 3.95(\mathrm{~m}, 4 \mathrm{H}), 1.77(\mathrm{~m}$, $\left.2 \mathrm{H}), 1.46(\mathrm{~m}, 8 \mathrm{H}), 1.32(\mathrm{~m}, 8 \mathrm{H}), 0.93(\mathrm{~m}, 12 \mathrm{H}) .{ }^{13} \mathrm{C} \mathrm{NMR} \mathrm{(CDCl}_{3}, 125 \mathrm{MHz}\right): ~ \delta(\mathrm{ppm}) 168.6$, $155.5,151.4,127.5,127.4,127.0,122.2,122.1,71.6,39.3,30.3,29.0,23.7,23.0,14.1,11.1$. HR-MS (ESI): $m / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{42} \mathrm{H}_{49} \mathrm{~N}_{4} \mathrm{O}_{2} \mathrm{~S}_{2}[\mathrm{M}+\mathrm{H}]^{+} 705.3291$ found 705.3288.

Compound 8c. Yellow solid 0.131 g , yield $62 \%) .{ }^{1} \mathrm{H}$ NMR ( $\left.\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.40$ (d, $J=2.5 \mathrm{~Hz}, 2 \mathrm{H}), 8.06(\mathrm{~s}, 8 \mathrm{H}), 7.72(\mathrm{~d}, J=9 \mathrm{~Hz}, 2 \mathrm{H}), 7.30(\mathrm{~m}, 2 \mathrm{H}), 3.92(\mathrm{~m}, 4 \mathrm{H}), 1.80(\mathrm{~m}$, $2 \mathrm{H}), 1.24(\mathrm{~m}, 72 \mathrm{H}), 0.86(\mathrm{t}, J=10 \mathrm{~Hz}, 12 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR $\left(\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 168.8$, 155.1, 151.2, 133.6, 132.3, 127.0, 126.8, 121.2, 71.5, 37.9, 31.9, 31.2, 30.0, 29.7, 29.6, 29.4, 29.3, 26.8, 22.7, 14.7. HR-MS (ESI): $\mathrm{m} / z[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{74} \mathrm{H}_{113} \mathrm{~N}_{4} \mathrm{O}_{2} \mathrm{~S}_{2}[\mathrm{M}+\mathrm{H}]^{+}$ 1153.8299 found 1153.8272 .

### 1.5.Synthesis of compound $9 \mathrm{a}, 9 \mathrm{~b}$ and 9 c .



A DMF solution ( 30 mL ) of compound $5(0.5 \mathrm{~g}, 0.91 \mathrm{mmol})$ and 2-bromo-5-methoxypyridine ( $0.37 \mathrm{~g}, 2.2$ equiv.) was degassed with argon for 20 min . Then $\mathrm{Cs}_{2} \mathrm{CO}_{3}(0.65 \mathrm{~g}, 2.2$ equiv.) and
$\mathrm{Pd}\left(\mathrm{PPh}_{3}\right)_{4}$ ( 0.1 equiv.) were added to the mixture under an argon atmosphere. The reaction media was heated to $90^{\circ} \mathrm{C}$ for 48 h before it was allowed to reach room temperature. The mixture was filtered through Celite and washed with $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ and the filtrate was collected and evaporated to dryness under reduced pressure. The resulting residue was purified by column chromatography $\left(\mathrm{SiO}_{2}\right)$ with $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ then $\mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{MeOH} 0.5 \%$ to yield compounds $\mathbf{4 a}$ as an off-white solid ( 0.2 g , yield 43\%).

Compound 9a. ${ }^{1} \mathrm{H}$ NMR $\left(\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.57(\mathrm{~s}, 2 \mathrm{H}), 8.44(\mathrm{~d}, J=3 \mathrm{~Hz}, 2 \mathrm{H}), 8.07(\mathrm{~d}, J$ $=8 \mathrm{~Hz}, 2 \mathrm{H}), 8.01(\mathrm{~d}, J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.81(\mathrm{~d}, J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.55(\mathrm{t}, J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.36\left(\mathrm{dd}, J_{I}=3 \mathrm{~Hz}\right.$, $\left.J_{2}=8 \mathrm{~Hz}, 2 \mathrm{H}\right), 3.93(\mathrm{~m}, 4 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( $\left.\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 169.1,160.9,155.3,151.0$, $140.0,134.5,129.7,128.7,126.3,124.4,123.3,121.0,121.1,55.8$. HR-MS (ESI): $m / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{28} \mathrm{H}_{21} \mathrm{~N}_{4} \mathrm{O}_{2} \mathrm{~S}_{2}[\mathrm{M}+\mathrm{H}]^{+} 509.1100$ found 509.1101.

Compound $\mathbf{9 b}$ and $9 \mathbf{c}$ were synthesized using the same procedures as $\mathbf{9 a}$, employing $\mathbf{1 b}$ and $\mathbf{1 c}$, respectively, instead of $\mathbf{1 a}$.

Compound 9b. Off-white solid ( 0.4 g , yield $62 \%$ ). ${ }^{1} \mathrm{H}$ NMR ( $\left.\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.54$ (s, 2H), $8.4(\mathrm{~d}, J=3 \mathrm{~Hz}, 2 \mathrm{H}), 8.03(\mathrm{~d}, J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.98(\mathrm{~d}, J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.75(\mathrm{~d}, J=8 \mathrm{~Hz}$, $2 \mathrm{H}), 7.54(\mathrm{t}, J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.28\left(\mathrm{dd}, J_{l}=3 \mathrm{~Hz}, J_{2}=8 \mathrm{~Hz}, 2 \mathrm{H}\right), 3.93(\mathrm{~m}, 4 \mathrm{H}), 1.75(\mathrm{~m}, 2 \mathrm{H})$, $1.46(\mathrm{~m}, 8 \mathrm{H}), 1.33(\mathrm{~m}, 8 \mathrm{H}), 0.92(\mathrm{~m}, 12 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( $\left.\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 169.2,155.0$, $151.0,148.6,140.2,137.8,134.4,129.5,128.6,126.0,124.3,121.8,121.0,71.0,39.3,30.4$, 29.1, 23.8, 23.0, 14.1, 11.1 HR-MS (ESI): $m / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{42} \mathrm{H}_{49} \mathrm{~N}_{4} \mathrm{O}_{2} \mathrm{~S}_{2}[\mathrm{M}+\mathrm{H}]^{+}$ 705.3291 found 705.3287 .

Compound 9c. Off-white solid ( 0.25 g , yield $59 \%$ ). ${ }^{1} \mathrm{H}$ NMR ( $\left.\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.55$ (1s, 2H), 8.4 (d, $J=3 \mathrm{~Hz}, 2 \mathrm{H}), 8.03$ (d, $J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.98(\mathrm{~d}, J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.75(\mathrm{~d}, J=8 \mathrm{~Hz}$, $2 \mathrm{H}), 7.54(\mathrm{t}, J=8 \mathrm{~Hz}, 2 \mathrm{H}), 7.28\left(\mathrm{dd}, J_{I}=3 \mathrm{~Hz}, J_{2}=8 \mathrm{~Hz}, 2 \mathrm{H}\right), 3.93(\mathrm{~d}, J=5.5 \mathrm{~Hz}, 4 \mathrm{H}), 1.80$ (m, 2H), $1.26(\mathrm{~m}, 80 \mathrm{H}), 0.85(\mathrm{~m}, 12 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( $\left.\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 169.2,155.0$,
$151.0,148.6,140.2,137.8,134.4,129.5,128.6,126.0,124.3,121.8,121.0,71.4,37.9,31.9$, 31.2, 30.0, 29.7, 29.6, 29.4, 26.8, 22.7, 14.1 HR-MS (ESI): $m / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{74} \mathrm{H}_{113} \mathrm{~N}_{4} \mathrm{O}_{2} \mathrm{~S}_{2}[\mathrm{M}+\mathrm{H}]^{+} 1153.8299$ found 1153.8300 .

### 1.6.Synthesis of compound 10a, 10b and 10c.



A DMF solution $(30 \mathrm{~mL})$ of compound $7(0.5 \mathrm{~g}, 0.62 \mathrm{mmol})$ with 2-bromo-5-methoxypyridine ( $0.70 \mathrm{~g}, 6$ equiv.) was degassed with argon for 20 min . To the mixture, $\mathrm{Cs}_{2} \mathrm{CO}_{3}(1.22 \mathrm{~g}, 6$ equiv.) and $\mathrm{Pd}\left(\mathrm{PPh}_{3}\right)_{4}$ ( 0.1 equiv.) were added under an argon atmosphere. The reaction mixture was heated to $90^{\circ} \mathrm{C}$ for 72 h , before it was allowed to reach room temperature. The mixture was filtered through Celite and washed with $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ and the filtrate was collected and evaporated to dryness under reduced pressure. The resulting residue was purified by column chromatography $\left(\mathrm{SiO}_{2}\right)$, eluant, $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ then $\mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{MeOH} 0.5 \%$ then $\mathrm{CH}_{2} \mathrm{Cl}_{2} / \mathrm{MeOH} 1 \%$ to yield compounds 10 a as an off-white solid ( 0.22 g , yield $31 \%$ ).

Compound 10a. ${ }^{1} \mathrm{H}$ NMR ( $\left.\mathrm{CDCl}_{3}, 500 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 8.68(\mathrm{t}, J=1.5 \mathrm{~Hz}, 2 \mathrm{H}), 8.56(\mathrm{~d}, J=$ $1.5 \mathrm{~Hz}, 4 \mathrm{H}), 8.45(\mathrm{~d}, J=2.5 \mathrm{~Hz}, 4 \mathrm{H}), 7.88(\mathrm{~d}, J=9 \mathrm{~Hz}, 4 \mathrm{H}), 7.31\left(\mathrm{dd}, J_{l}=2.5 \mathrm{~Hz}, J_{2}=9 \mathrm{~Hz}\right.$, $4 \mathrm{H}), 3.93(\mathrm{~s}, 12 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( $\left.\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 169.1,155.2,151.1,148.9,140.5$,
137.3, 134.9, 126.5, 123.9, 121.2, 55.7. HR-MS (ESI): $\mathrm{m} / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{40} \mathrm{H}_{31} \mathrm{~N}_{6} \mathrm{O}_{4} \mathrm{~S}_{2}$ $[\mathrm{M}+\mathrm{H}]^{+} 723.1843$ found 723.1843 .

Compound 10b and 10c were synthesized using the same procedures as for 10a.
Compound 10b Light brown oil ( 0.4 g , yield $57 \%$ ). ${ }^{1} \mathrm{H}$ NMR ( $\mathrm{CDCl}_{3}, 500 \mathrm{MHz}$ ): $\delta(\mathrm{ppm}) 8.62(\mathrm{t}, J$ $=1.5 \mathrm{~Hz}, 2 \mathrm{H}), 8.57(\mathrm{~d}, J=1.5 \mathrm{~Hz}, 4 \mathrm{H}), 8.42(\mathrm{~d}, J=2.5 \mathrm{~Hz}, 4 \mathrm{H}), 7.86(\mathrm{~d}, J=8.5 \mathrm{~Hz}, 4 \mathrm{H}), 7.30(\mathrm{dd}$, $\left.J_{I}=2.5 \mathrm{~Hz}, J_{2}=8.5 \mathrm{~Hz}, 4 \mathrm{H}\right), 3.94(\mathrm{~m}, 8 \mathrm{H}), 1.75(\mathrm{~m}, 4 \mathrm{H}), 1.46(\mathrm{~m}, 16 \mathrm{H}), 1.32(\mathrm{~m}, 16 \mathrm{H}), 0.92(\mathrm{~m}$, $24 \mathrm{H}) .{ }^{13} \mathrm{C}$ NMR ( $\left.\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 169.2,155.1,151.0,148.6,140.6,137.8,134.8,126.4$, 123.8, 121.7, 121.2, 71.0, 39.4, 30.4, 29.1, 23.8, 23.0, 14.1, 11.1. HR-MS (ESI): $\mathrm{m} / \mathrm{z}[\mathrm{M}+\mathrm{H}]^{+}$calcd for $\mathrm{C}_{68} \mathrm{H}_{87} \mathrm{~N}_{6} \mathrm{O}_{4} \mathrm{~S}_{2}[\mathrm{M}+\mathrm{H}]^{+} 1115.6225$ found 1115.6168 .

Compound 10c. Light brown oil ( 0.15 g , yield $30 \%$ ). ${ }^{1} \mathrm{H}$ NMR ( $\mathrm{CDCl}_{3}, 500 \mathrm{MHz}$ ): $\delta(\mathrm{ppm})$ $8.62(\mathrm{t}, J=1.5 \mathrm{~Hz}, 2 \mathrm{H}), 8.57(\mathrm{~d}, J=1.5 \mathrm{~Hz}, 4 \mathrm{H}), 8.42(\mathrm{~d}, J=2.5 \mathrm{~Hz}, 4 \mathrm{H}), 7.86(\mathrm{~d}, J=8.5 \mathrm{~Hz}$, $4 \mathrm{H}), 7.30\left(\mathrm{dd}, J_{1}=2.5 \mathrm{~Hz}, J_{2}=8.5 \mathrm{~Hz}, 4 \mathrm{H}\right), 3.94(\mathrm{~m}, 8 \mathrm{H}), 1.81(\mathrm{~m}, 4 \mathrm{H}), 1.24(\mathrm{~m}, 160 \mathrm{H}), 0.85$ (m, 24H). ${ }^{13} \mathrm{C}$ NMR ( $\left.\mathrm{CDCl}_{3}, 125 \mathrm{MHz}\right): \delta(\mathrm{ppm}) 169.3,155.1,151.0,148.6,140.6,137.8$, 134.9, 126.4, 123.8, 121.7, 121.2, 71.5, 38.0, 31.9, 31.2, 30.0, 29.7, 29.6, 29.4, 26.8, 22.7, 14.1. HR-MS data are not available most likely due to decomposition of the compound during MS experiment.

## 2. NMR spectra



Figure S1. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 b}$ in $\mathrm{CDCl}_{3}$.


Figure S2. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 b}$ in $\mathrm{CDCl}_{3}$.


Figure S3. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 c}$ in $\mathrm{CDCl}_{3}$.


Figure S4. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 b}$ in $\mathrm{CDCl}_{3}$.


Figure S5. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{5}$ in $\mathrm{CDCl}_{3}$.


Figure S6. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{5}$ in $\mathrm{CDCl}_{3}$.


Figure S7. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{6}$ in $\mathrm{CDCl}_{3}$.


Figure S8. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{6}$ in $\mathrm{CDCl}_{3}$.


Figure S9. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound 7 in $\mathrm{CDCl}_{3}$.


Figure S10. ${ }^{13} \mathrm{C}$ NMR ( 125 MHz , 298K) spectrum of compound 7 in $\mathrm{CDCl}_{3}$.


Figure S11. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{8 b}$ in $\mathrm{CDCl}_{3}$.


Figure S12. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{8 b}$ in $\mathrm{CDCl}_{3}$.


Figure S13. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{8 c}$ in $\mathrm{CDCl}_{3}$.


Figure S14. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{8 c}$ in $\mathrm{CDCl}_{3}$.


Figure S15. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound 9 a in $\mathrm{CDCl}_{3}$.


Figure S16. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{9 a}$ in $\mathrm{CDCl}_{3}$.


Figure S17. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{9 b}$ in $\mathrm{CDCl}_{3}$.


Figure S18. ${ }^{13} \mathrm{C}$ NMR $(125 \mathrm{MHz}, 298 \mathrm{~K})$ spectrum of compound 9 b in $\mathrm{CDCl}_{3}$.


Figure S19. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{9 c}$ in $\mathrm{CDCl}_{3}$.


Figure S20. ${ }^{13} \mathrm{C}$ NMR $(125 \mathrm{MHz}, 298 \mathrm{~K})$ spectrum of compound 9 c in $\mathrm{CDCl}_{3}$.


Figure S21. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 0 a}$ in $\mathrm{CDCl}_{3}$.


Figure S22. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 0 a}$ in $\mathrm{CDCl}_{3}$.


Figure S23. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 0 b}$ in $\mathrm{CDCl}_{3}$.


Figure S24. ${ }^{13} \mathrm{C}$ NMR ( 125 MHz , 298K) spectrum of compound $\mathbf{1 0 b}$ in $\mathrm{CDCl}_{3}$.


Figure S25. ${ }^{1} \mathrm{H}$ NMR ( $500 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 0 c}$ in $\mathrm{CDCl}_{3}$.


Figure S26. ${ }^{13} \mathrm{C}$ NMR ( $125 \mathrm{MHz}, 298 \mathrm{~K}$ ) spectrum of compound $\mathbf{1 0 c}$ in $\mathrm{CDCl}_{3}$.

## 3. Supplementary photophysical data



Figure S27. Comparison of the electronic absorption spectra of compound of series $\mathbf{8}$ (orange traces), $\mathbf{9}$ (blue traces), and $\mathbf{1 0}$ (green traces) in $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ at concentration of $5 \times 10^{-6} \mathrm{M}$. Series a, b, and $\mathbf{c}$ are displayed as solid, dashed and dotted line, respectively.


Figure S28. Comparison of the photoluminescence spectra of compound of series $\mathbf{8}$ (orange traces), $\mathbf{9}$ (blue traces), and $\mathbf{1 0}$ (green traces) in $\mathrm{CH}_{2} \mathrm{Cl}_{2}$ at concentration of $5 \times 10^{-6} \mathrm{M}$. Series a, $\mathbf{b}$, and $\mathbf{c}$ are displayed as solid, dashed and dotted line, respectively. Samples were excited upon $\lambda_{\text {exc }}=350 \mathrm{~nm}$.

## 4. References

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