

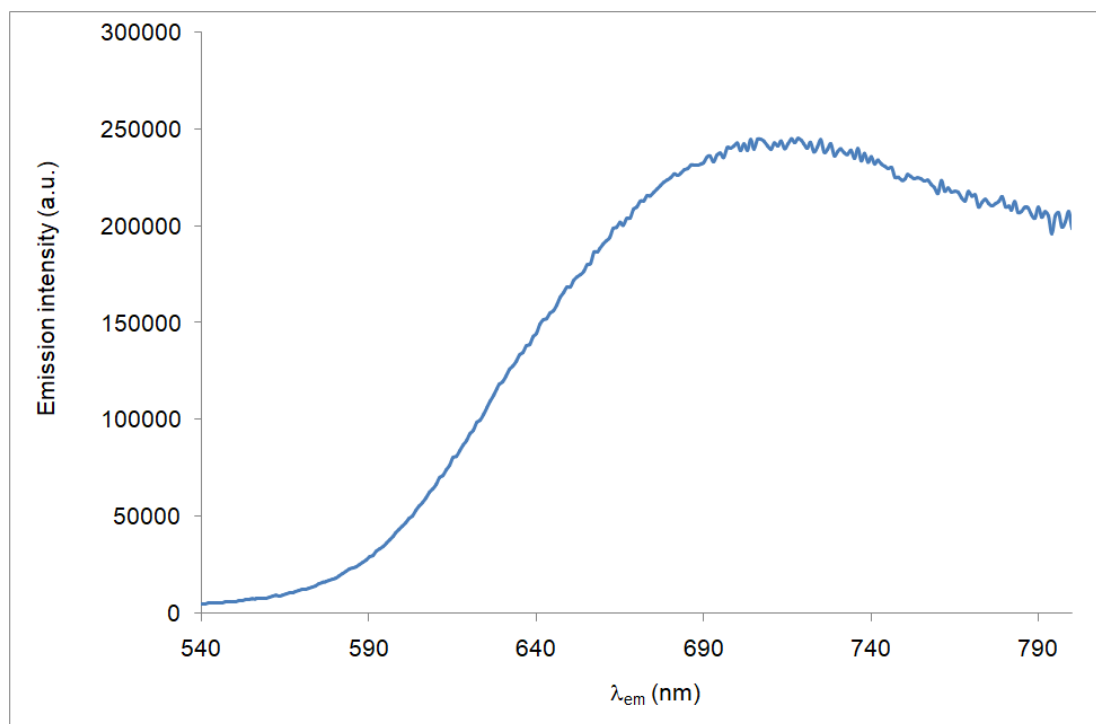
## SUPPORTING INFORMATION

### 4,6-bis((E)-2-(4'-*N,N*-diphenylamino-[1,1'-biphenyl]-4-yl)vinyl)-2-phenylpyrimidine

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**Figure S1:** Emission spectra of 1 in *n*-heptane after addition of a few drops of TFA ( $\lambda_{exc}$  = 530 nm)

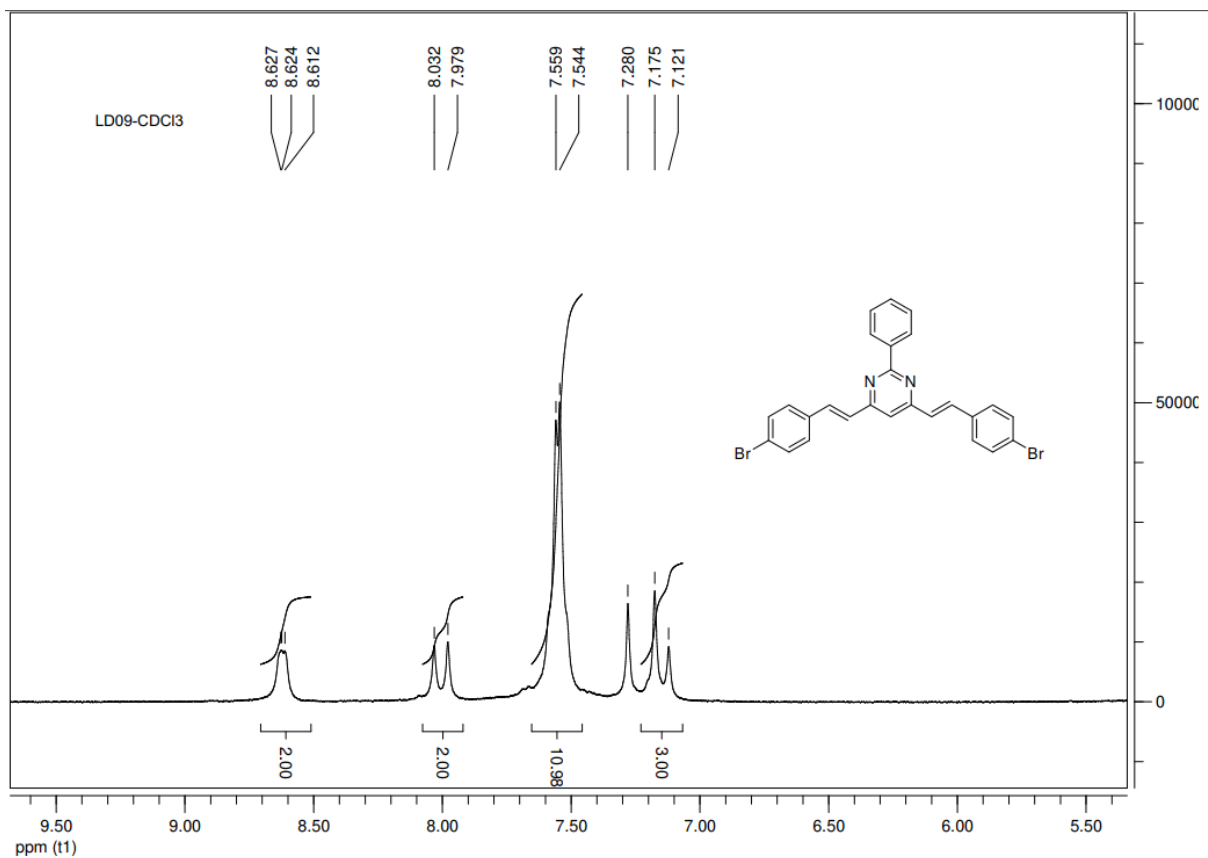


Figure S2: <sup>1</sup>H nmr spectrum (300 MHz) of 2 in CDCl<sub>3</sub>

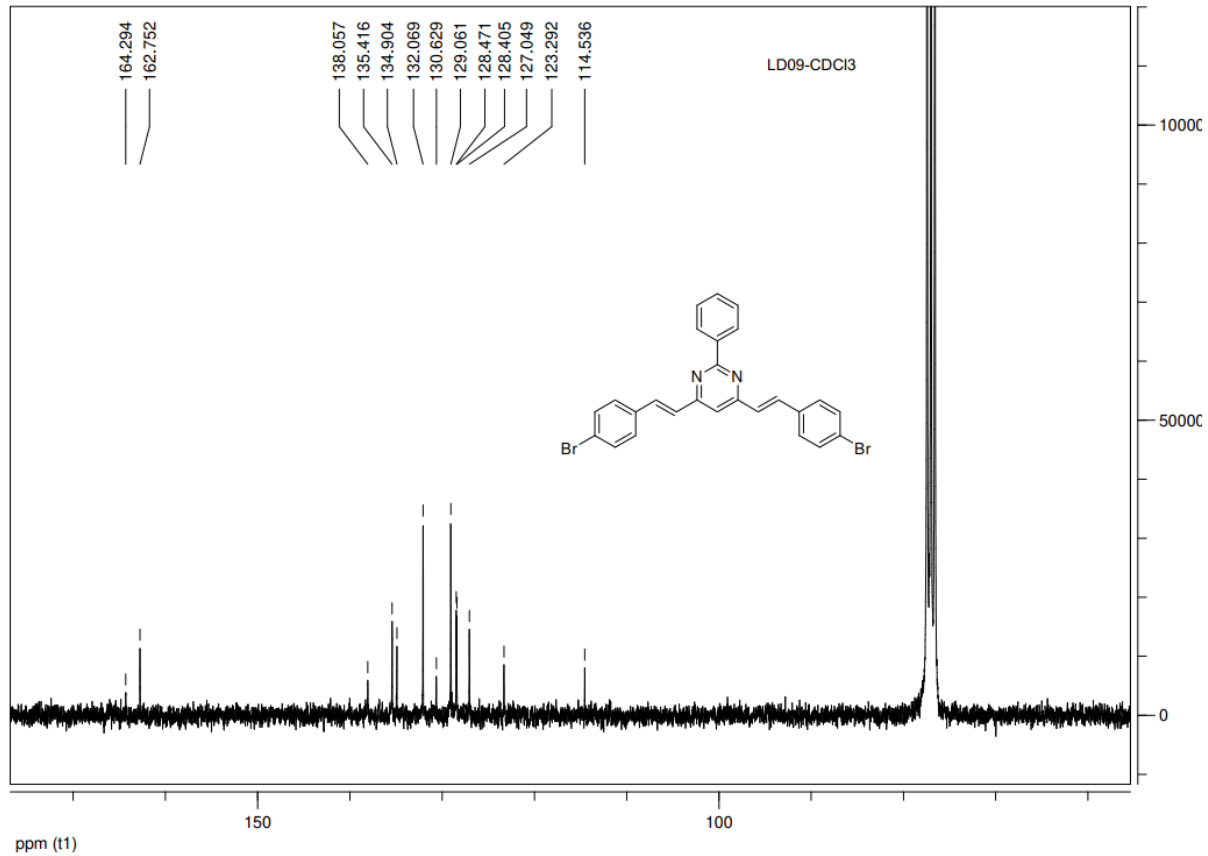
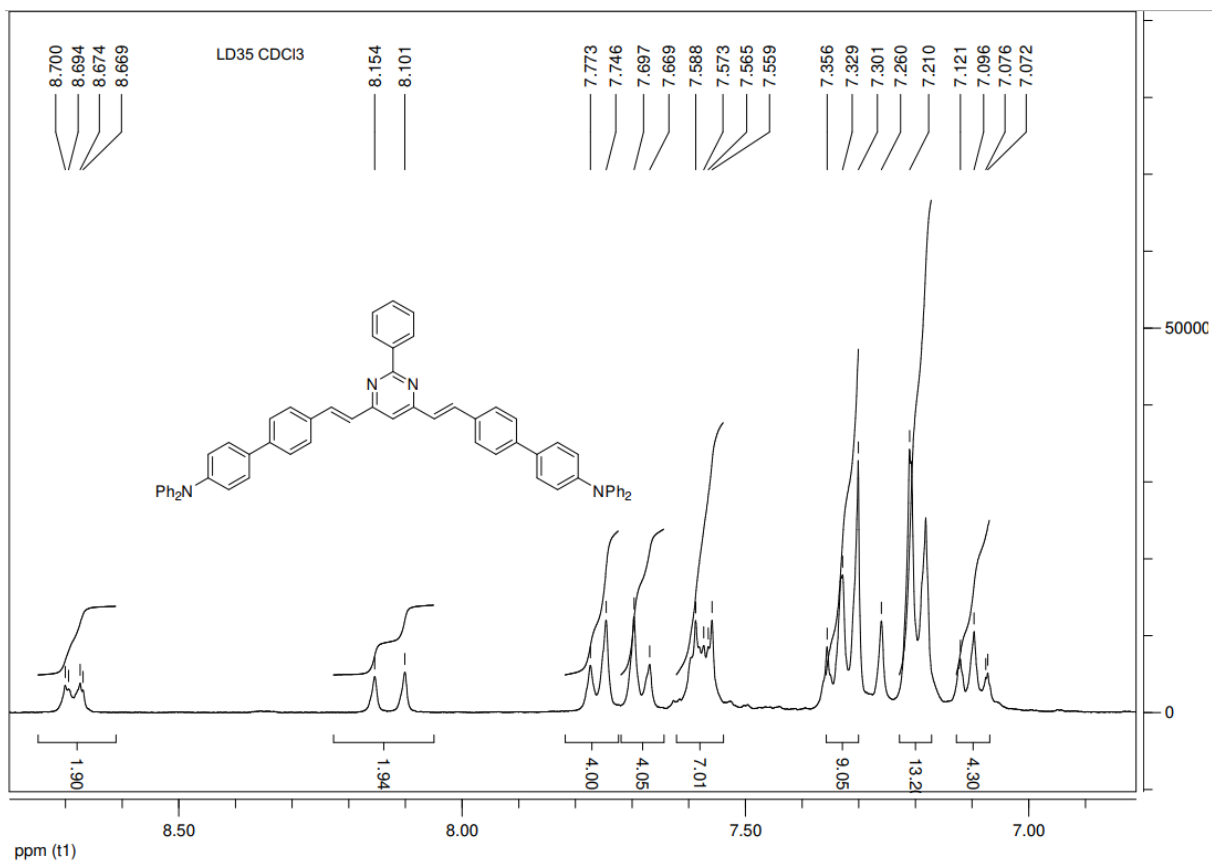
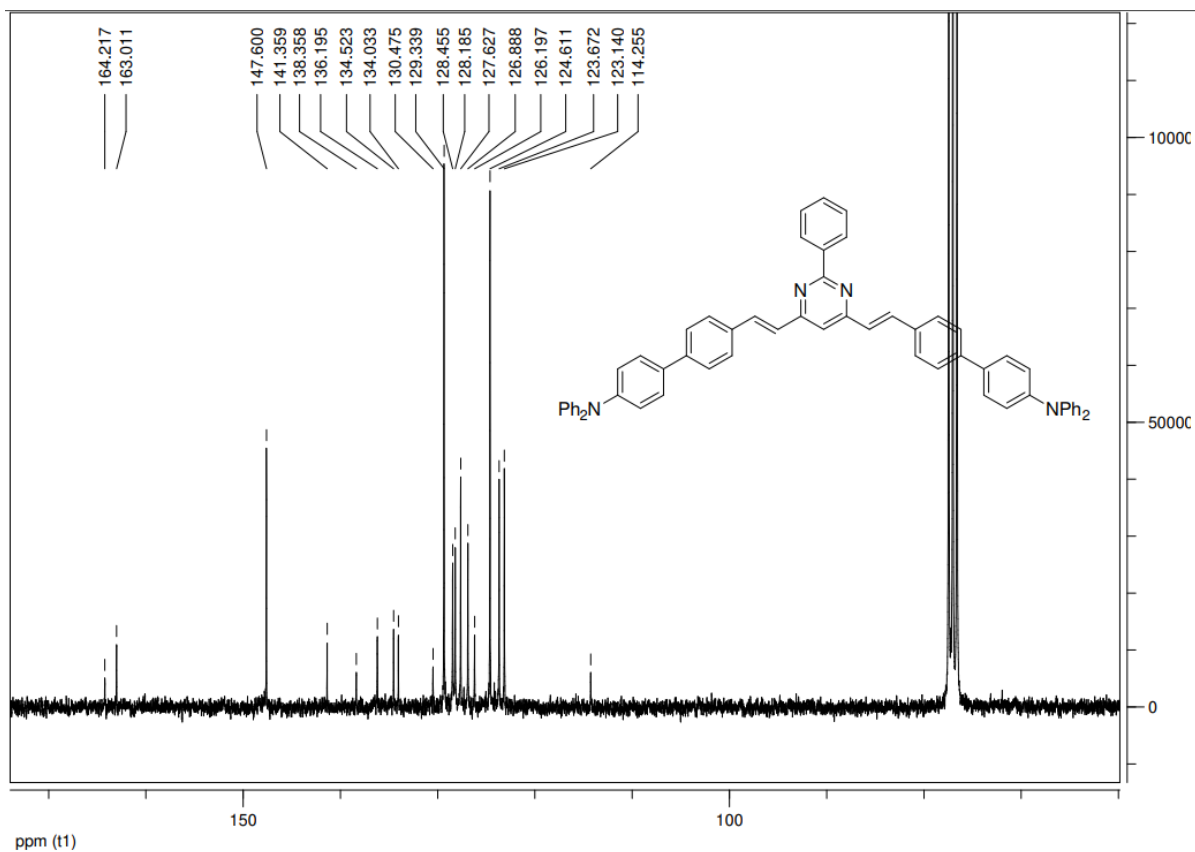


Figure S3: <sup>13</sup>C nmr spectrum (75MHz) of 2 in CDCl<sub>3</sub>



**Figure S4:** <sup>1</sup>H nmr spectrum (300 MHz) of **1** in CDCl<sub>3</sub>



**Figure S5:** <sup>13</sup>C nmr spectrum (75 MHz) of **1** in CDCl<sub>3</sub>