## **Supporting information**

## Electrochemistry and Electrogenerated Chemiluminescence of 1,3,5-Tri(anthracen-10-yl)-benzene-centered Starburst Oligofluorenes

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**Figure S-1** CVs of 0.7 mM T1 with different scan rates at a Pt electrode with 0.034 cm<sup>2</sup> area. Experimental conditions: MeCN:Bz (v:v=1:1) solution containing 0.1 M TBAPF<sub>6</sub>.



**Figure S-2**. Experimental and simulated oxidation waves for 0.7 mM T1 at different scan rates. The model for these oxidation simulations: EEE,  $k_1^0=0.01$  cm/s,  $k_2^0=10000$  cm/s,  $k_3^0=10000$  cm/s. Simulated data:  $E^0_{1,ox}=1.14$  V,  $E^0_{2,ox}=1.18$  V,  $E^0_{3,ox}=1.22$  V; Diffusion coefficient:  $6 \times 10^{-6}$  cm<sup>2</sup>/s, uncompensated resistance 1400  $\Omega$ , capacitance  $6 \times 10^{-7}$  F. Experimental conditions: MeCN:Bz (*v:v*=1:1) solution containing 0.1 M TBAPF<sub>6</sub>, platinum electrode area: 0.034 cm<sup>2</sup>.



**Figure S-3**. Experimental and simulated reduction waves for 1.1 mM T1 at different scan rates. The model for these oxidation simulations: EEEC,  $k_1^0=0.01$  cm/s,  $k_2^0=0.005$  cm/s,  $k_3^0=0.005$  cm/s,  $k_f=1$  s<sup>-1</sup>. Simulated data:  $E_{1,red}^0=-2.10$  V,  $E_{2,red}^0=-2.16$  V,  $E_{3,red}^0=-2.22$  V; Diffusion coefficient:  $6 \times 10^{-6}$  cm<sup>2</sup>/s, uncompensated resistance 1400  $\Omega$ , capacitance  $1 \times 10^{-7}$  F. Experimental conditions are same as Figure S-2.



**Figure S-4.** CV of 0.94 mM of T1 (a); CV of 0.6 mM T2 (b); CV of 0.56 mM T3 (c); Scan rate, 0.5 V/s. Experimental conditions: MeCN:Bz (v:v=1:1) solution containing 0.1 M TBAPF<sub>6</sub>, platinum electrode area is 0.034 cm<sup>2</sup>.



**Figure S-5.** Calculated frontier molecular orbitals of HOMOs and LUMOs for **T1** by DFT (B3LYP/6-31G(d)).



**Figure S-6.** Cyclic voltammograms of 0.7 mM T1 in MeCN:Bz(1:1) solution containing 0.1 M TBAPF<sub>6</sub>. Gold UME: r=10 μm. Scan rate: 10 mV/s.



**Figure S-7**. Experimental and simulated oxidation waves for 0.3 mM T2 at different scan rates. The model for these oxidation simulations: EEE,  $k_1^0=0.01$  cm/s,  $k_2^0=0.01$  cm/s,  $k_3^0=0.1$  cm/s. Simulated data:  $E^0_{1,ox}=1.11$  V,  $E^0_{2,ox}=1.16$  V,  $E^0_{3,ox}=1.18$  V; Diffusion coefficient:  $6.0 \times 10^{-6}$  cm<sup>2</sup>/s, uncompensated resistance 1799  $\Omega$ , capacitance  $1 \times 10^{-7}$  F. Experimental conditions are same as Figure S-2.



**Figure S-8**. Experimental and simulated reduction waves for 0.3 mM T2 at different scan rates. The model for these oxidation simulations: EEEC,  $k_1^0=0.01$  cm/s,  $k_2^0=0.01$  cm/s,  $k_3^0=0.005$  cm/s,  $k_f=2$  s<sup>-1</sup>. Simulated data:  $E^0_{1,red}=-1.98$  V,  $E^0_{2,red}=-2.03$  V,  $E^0_{3,red}=-2.08$  V; Diffusion coefficient:  $6.0 \times 10^{-6}$  cm<sup>2</sup>/s, uncompensated resistance 449  $\Omega$ , capacitance  $6 \times 10^{-7}$  F. Experimental conditions are same as Figure S-2.



Figure S-9. Calculated frontier molecular orbitals of HOMOs and LUMOs for T2 by DFT

(B3LYP/6-31G(d)).



**Figure S-10.** Cyclic voltammograms of 0.64 mM T2 in THF solution containing 0.1 M TBAPF<sub>6</sub>. (a) at Gold UME: r=10  $\mu$ m, scan rate: 5 mV/s; (b) at platinum electrode 0.034 cm<sup>2</sup>, Scan rate: 0.5 V/s.



**Figure S-11.** Calculated frontier molecular orbitals of HOMOs and LUMOs for **T2** by DFT (B3LYP/6-31G(d)).



**Figure S-12**. Experimental and simulated oxidation waves for 0.7 mM T3 at different scan rates. The model for these oxidation simulations: EEEEEE,  $k^0=10^4$  cm/s. Simulated data:  $E^0_{1,ox}=1.16$  V,  $E^0_{2,ox}=1.2$  V,  $E^0_{3,ox}=1.24$  V,  $E^0_{4,ox}=1.26$  V,  $E^0_{5,ox}=1.3$  V,  $E^0_{6,ox}=1.32$  V; Diffusion coefficient:  $6 \times 10^{-6}$  cm<sup>2</sup>/s, uncompensated resistance 617  $\Omega$ , capacitance  $1 \times 10^{-6}$  F. Experimental conditions are same as Figure S-2.



**Figure S-13**. Experimental and simulated reduction waves for 0.54 mM T3 at different scan rates. The model for these oxidation simulations: EEEEEE,  $k^0=10^4$  cm/s. Simulated data:  $E^0_{1,red} = -2.05 \text{ V}, E^0_{2,red} = -2.09 \text{ V}, E^0_{3,red} = -2.13 \text{ V}, E^0_{4,red} = -2.17 \text{ V}, E^0_{5,red} = -2.21 \text{ V}, E^0_{6,red} = -2.25 \text{ V};$ Diffusion coefficient:  $6 \times 10^{-6} \text{ cm}^2/\text{s}$ , uncompensated resistance 611  $\Omega$ , capacitance  $2 \times 10^{-7}$  F. Experimental conditions are same as Figure S-2.



**Figure S-14.** Cyclic voltammograms of 0.4 mM T3 in THF solution containing 0.1 M TBAPF<sub>6</sub>. (a) at platinum electrode 0.034 cm<sup>2</sup>, Scan rate: 0.5 V/s; (b) at Gold UME:  $r=10 \mu m$ , scan rate: 5 mV/s.



**Figure S-15.** Simultaneous ECL and CV profiles for 0.8 mM T1 (a), 0.5 mM T2 (b) and 0.8 mM T3(c) in MeCN:Bz (*v*:*v*=1:1) solution containing 0.1 M TBAPF<sub>6</sub>. Scan rate, 0.5 V/s.



**Figure S-16.** Normalized PL (red) and ECL (blue) spectra of T1 (a), T2 (b) and T3 (c) in MeCN:Bz(1:1) solution containing 0.1 M TBAPF<sub>6</sub>.