

Rationally designed ...

... strong intermolecular hydrogen and halogen bonds between a novel phosphor and a poly(vinyl alcohol) (PVA) matrix led to bright room-temperature phosphorescence with a quantum yield of 24%. J. Kim and co-workers show in their Communication on page 11177 ff. that modulation of the strength of halogen and hydrogen bonding in the purely organic phosphor–PVA system by water enabled reversible switching between phosphorescence (green) and fluorescence (blue).

WILEY-VCH