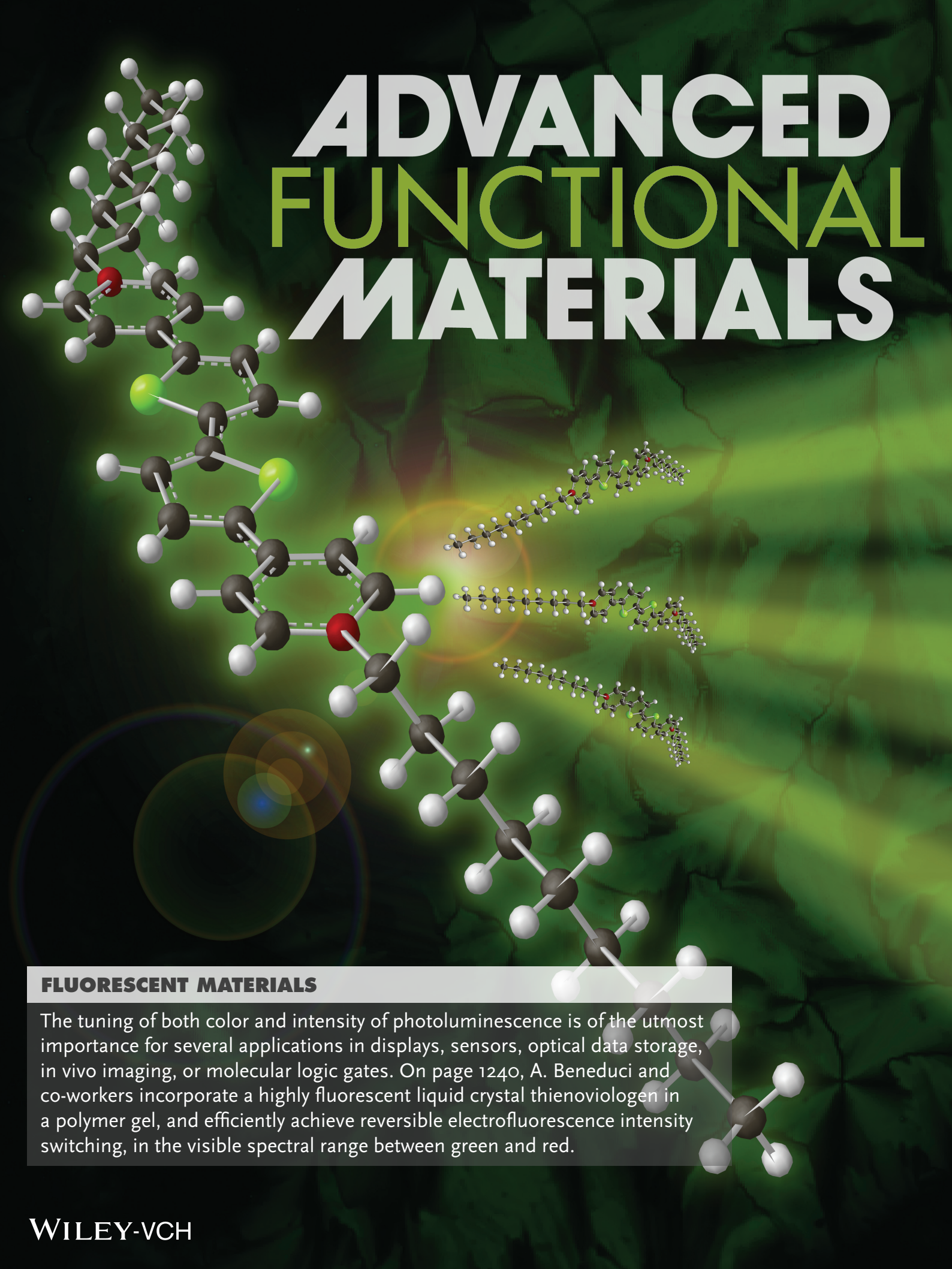




ADVANCED FUNCTIONAL MATERIALS

FLUORESCENT MATERIALS

The tuning of both color and intensity of photoluminescence is of the utmost importance for several applications in displays, sensors, optical data storage, in vivo imaging, or molecular logic gates. On page 1240, A. Beneduci and co-workers incorporate a highly fluorescent liquid crystal thienoviologen in a polymer gel, and efficiently achieve reversible electrofluorescence intensity switching, in the visible spectral range between green and red.