

SUPPORTING INFORMATION

^{13}C NMR Investigations of Hairy-Rod Like π -Conjugated Mesogens

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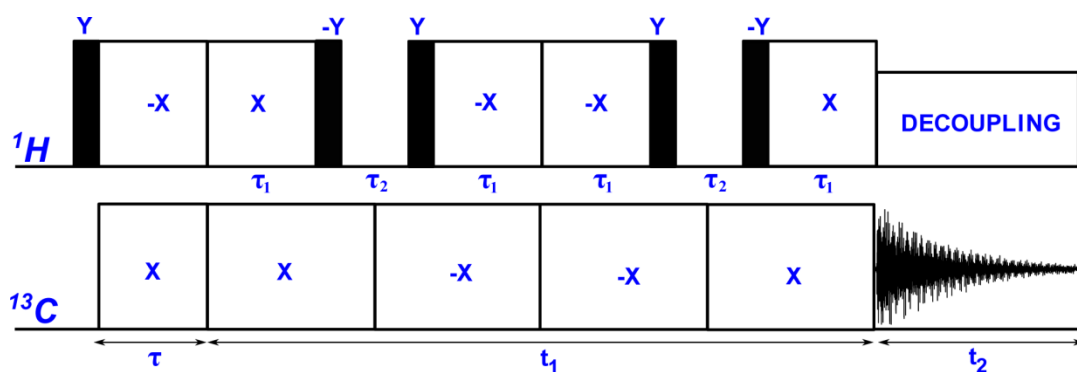


Figure S1: Pulse sequence for SAMPI-4 experiment, which is a CP based SLF scheme provides the 2D correlation spectrum between ^{13}C chemical shift (in F2 dimension) and related ^{13}C - ^1H dipolar frequency (F1 dimension). Experiment starts with a cross-polarization (CP) block with a polarization inversion for a contact time τ , then during the t_1 period high resolution heteronuclear ^{13}C - ^1H dipolar couplings evolves under the absence of homonuclear ^1H - ^1H dipolar couplings (suppressed by “magic sandwich” pulses) and finally ^{13}C signals are acquired by employing SPINAL-64 heteronuclear decoupling pulse scheme during t_2 period. Here the darker boxes represent 90° pulses.

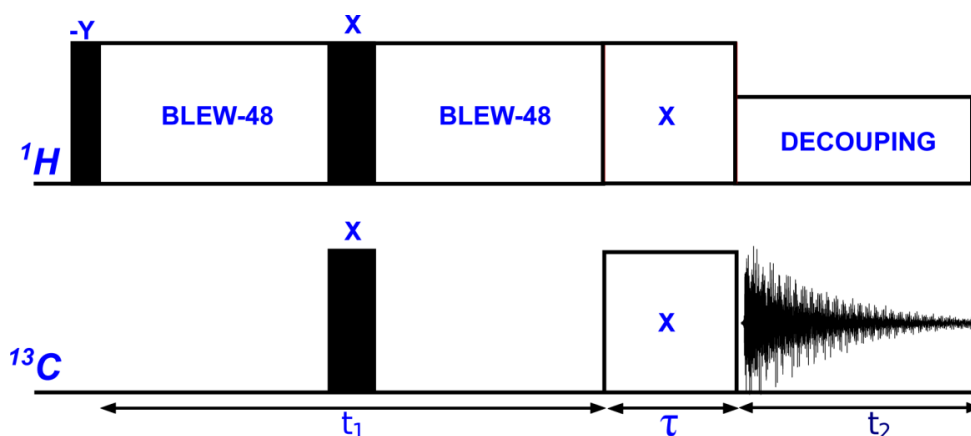


Figure S2: Pulse sequence for 2D Proton Encoded Local Field (PELF) experiment. During t_1 heteronuclear ^{13}C - ^1H dipolar couplings evolves under BLEW-48 homonuclear decoupling sequence to suppress the homonuclear ^1H - ^1H dipolar couplings and SPINAL-64 heteronuclear decoupling sequence is applied during t_2 period to acquire ^{13}C signals. CP step with a contact time, τ was used to transfer proton magnetization to carbon. Here, thin and thick rectangular darker boxes represent 90° and 180° pulses, respectively.

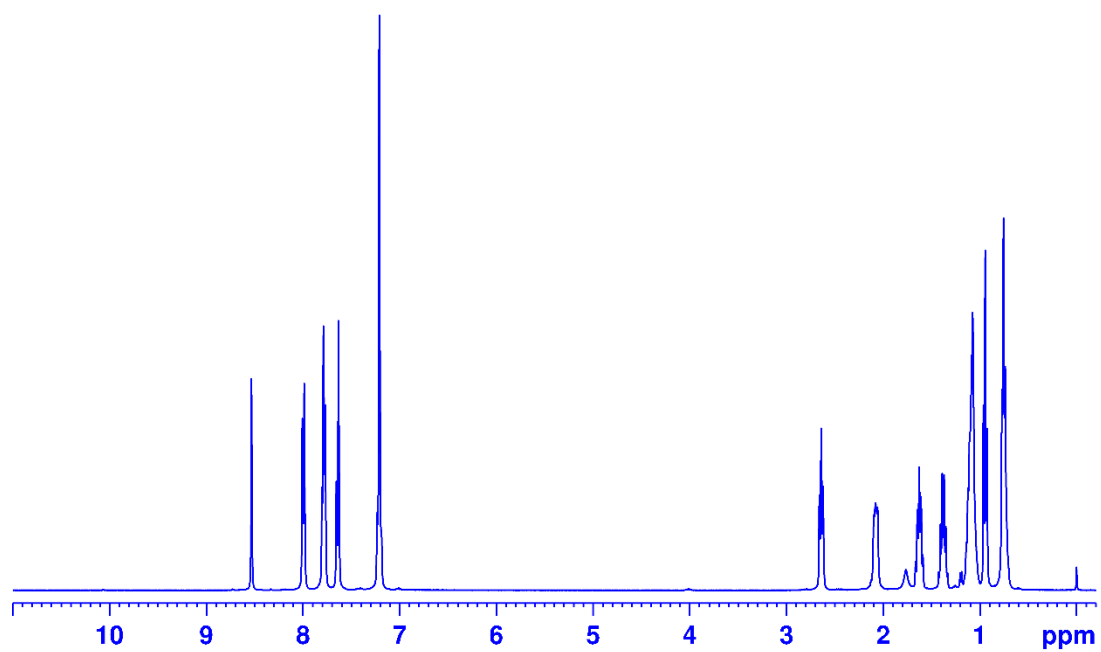


Figure S3: ^1H NMR Spectrum of DFDPBM

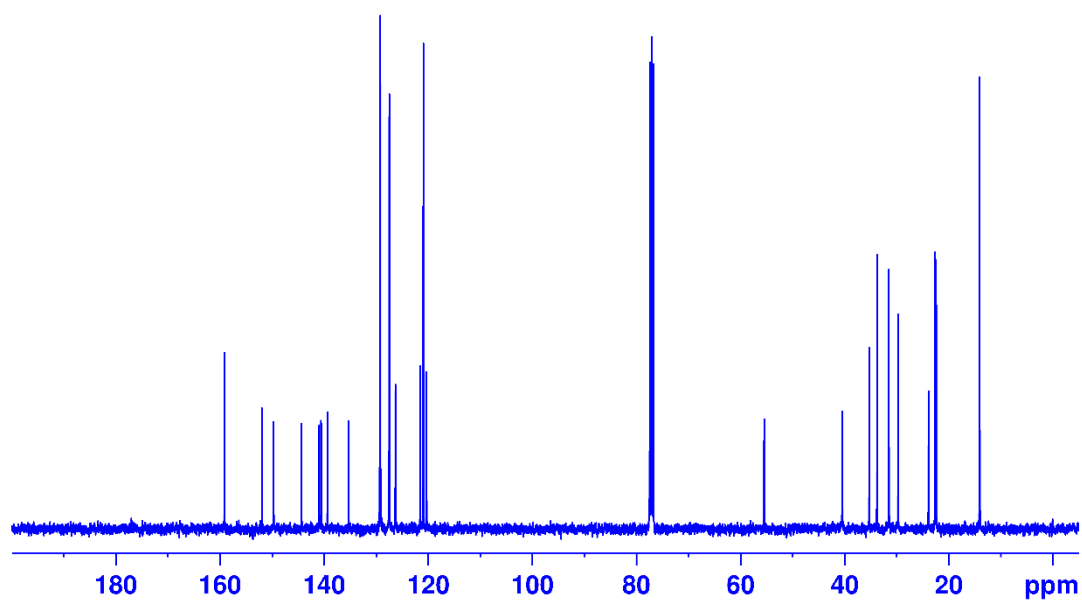


Figure S4: ^{13}C NMR Spectrum of DFDPBM

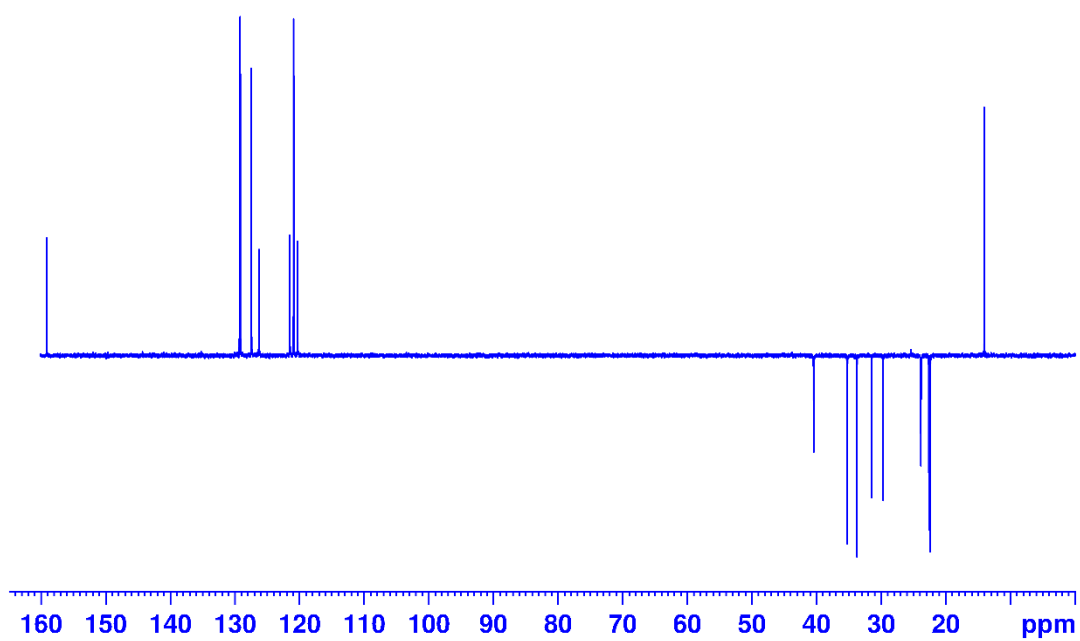


Figure S5: ^{13}C DEPT Spectrum of DFDPBM

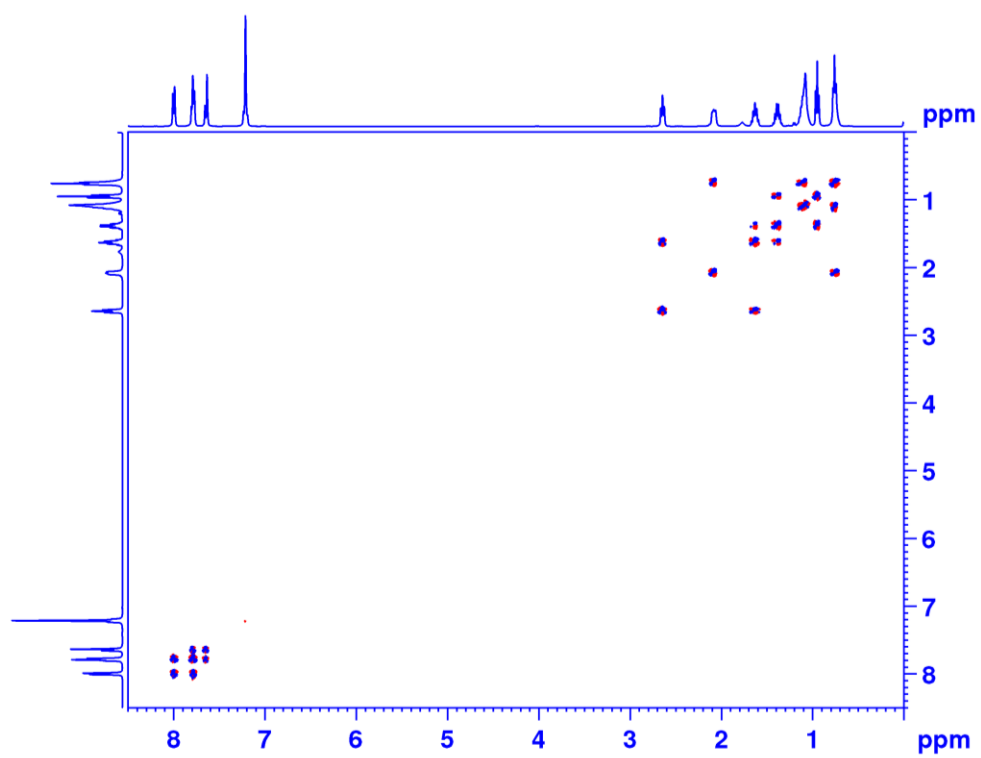


Figure S6: ^1H - ^1H DQF-COSY NMR Spectrum of DFDPBM

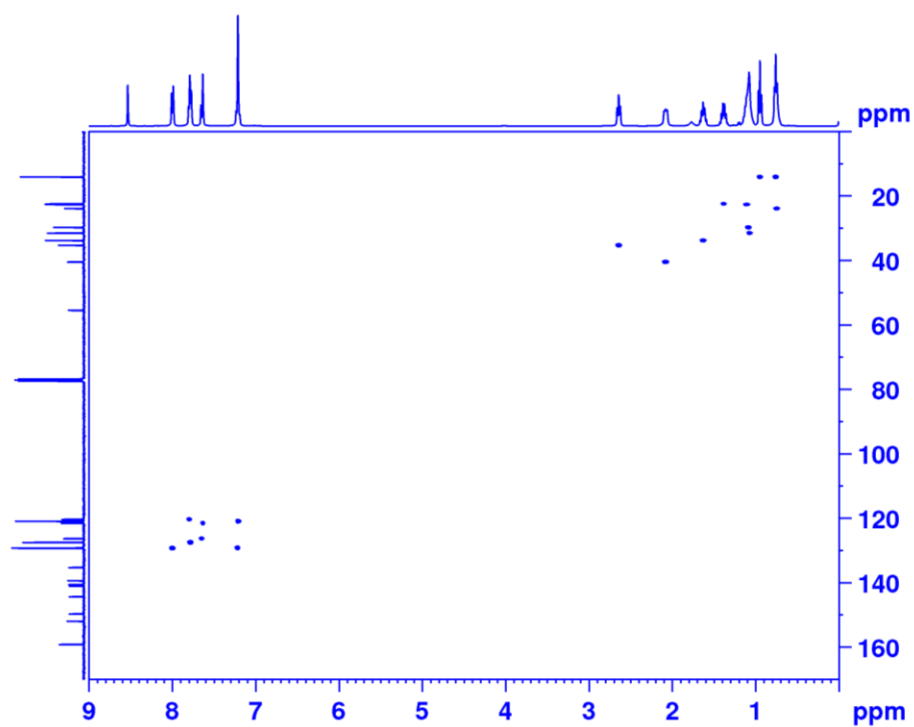


Figure S9: ^1H - ^{13}C HSQC NMR Spectrum of DFDPBM

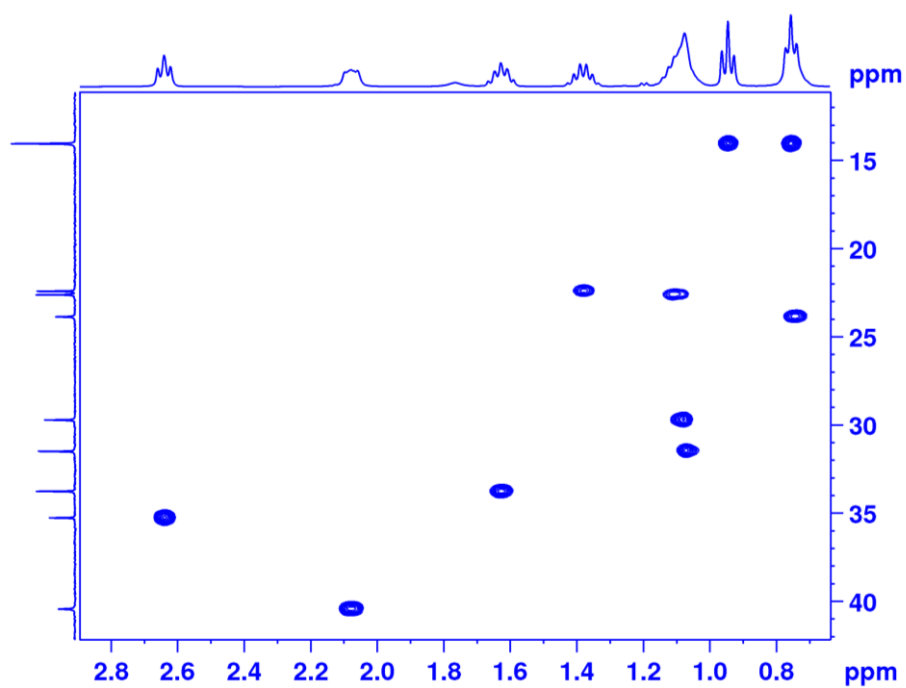


Figure S10: ^1H - ^{13}C HSQC NMR Spectrum of DFDPBM: aliphatic region expansion

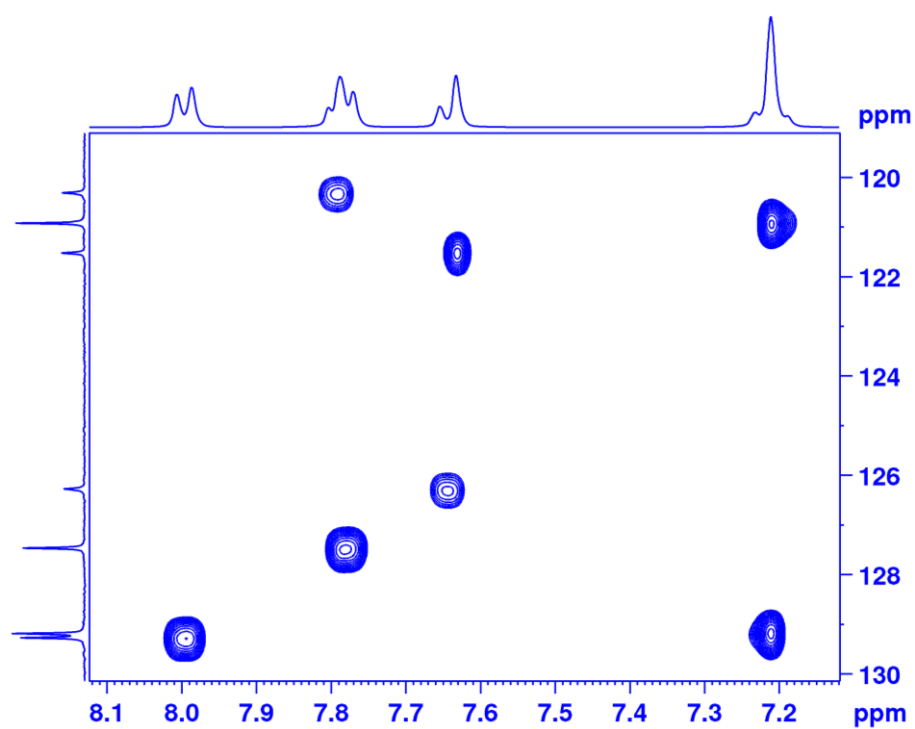


Figure S11: ^1H - ^{13}C HSQC NMR Spectrum of DFDPBM: aromatic region expansion

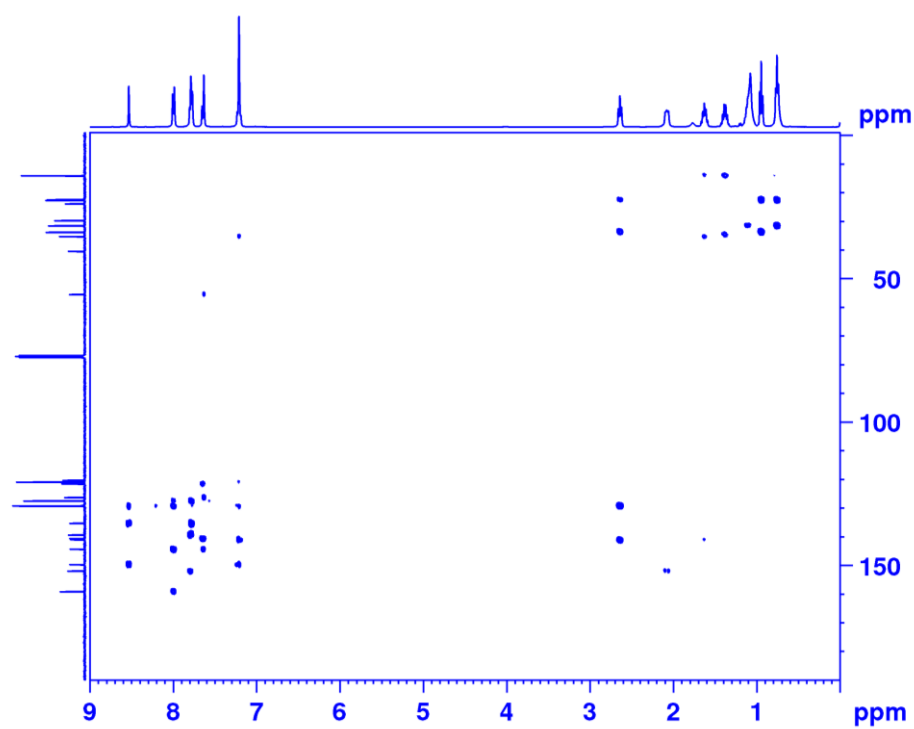


Figure S12: ^1H - ^{13}C HMBC NMR Spectrum of DFDPBM

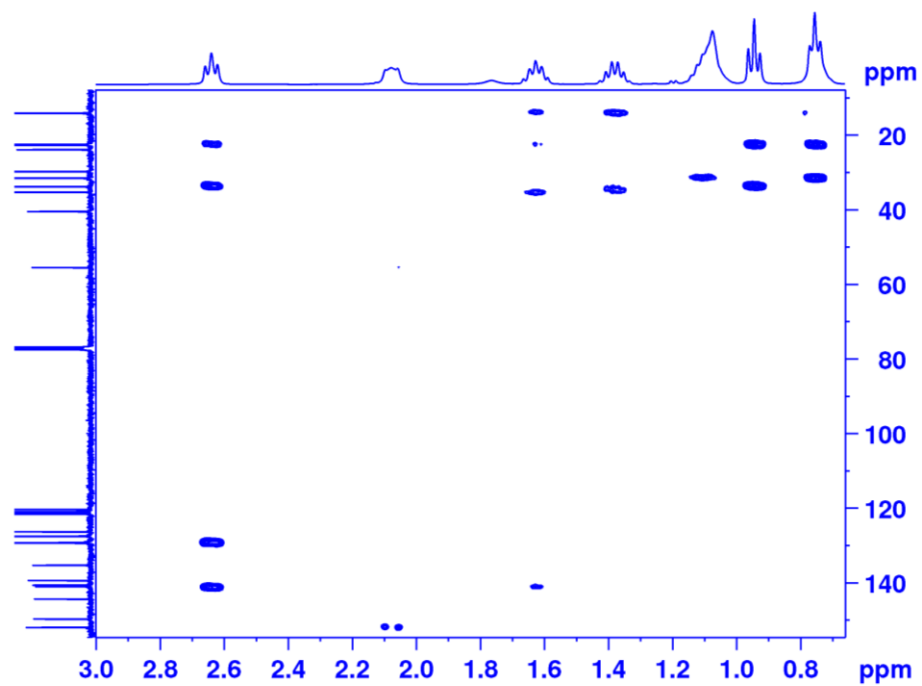


Figure S13: ^1H - ^{13}C HMBC NMR Spectrum of DFDPBM: aliphatic region expansion

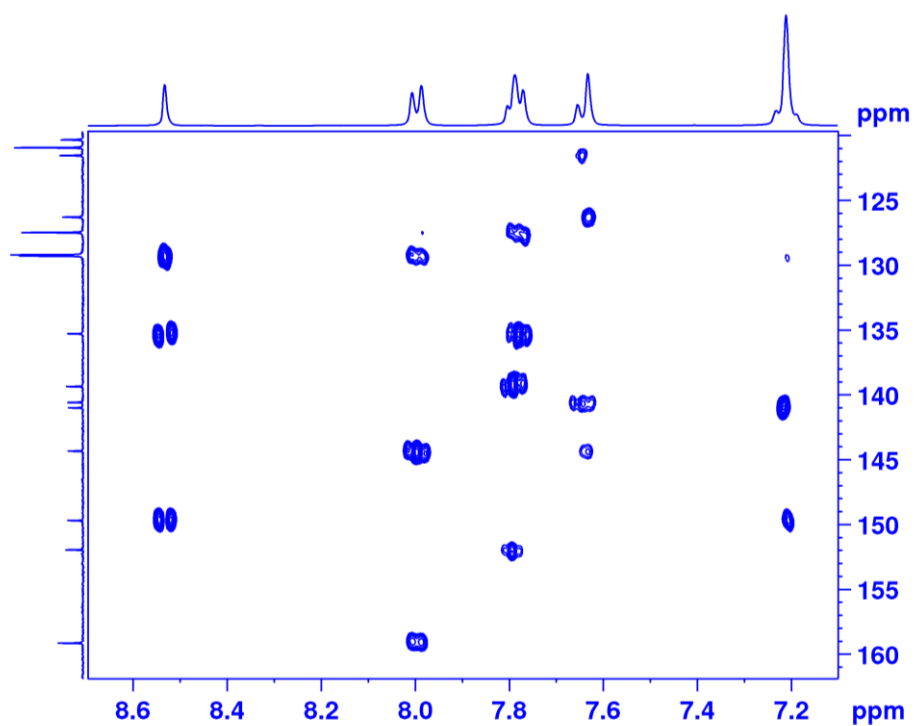


Figure S14: ^1H - ^{13}C HMBC NMR Spectrum of DFDPBM: aromatic region expansion

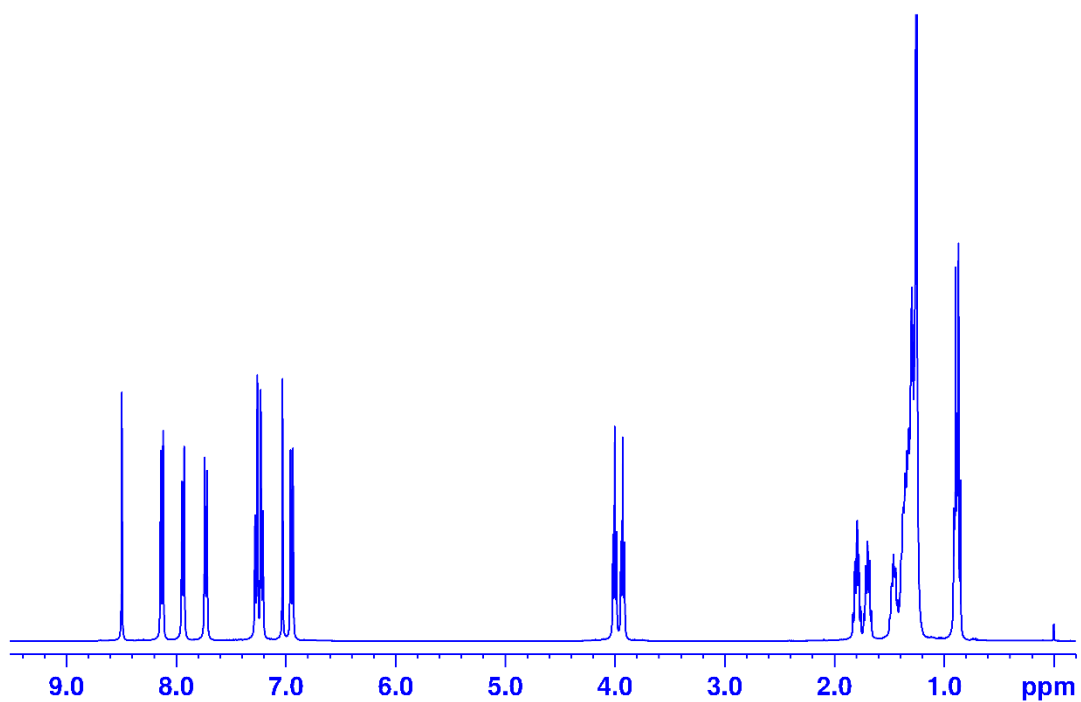


Figure S15: ^1H NMR Spectrum of BTMPOB

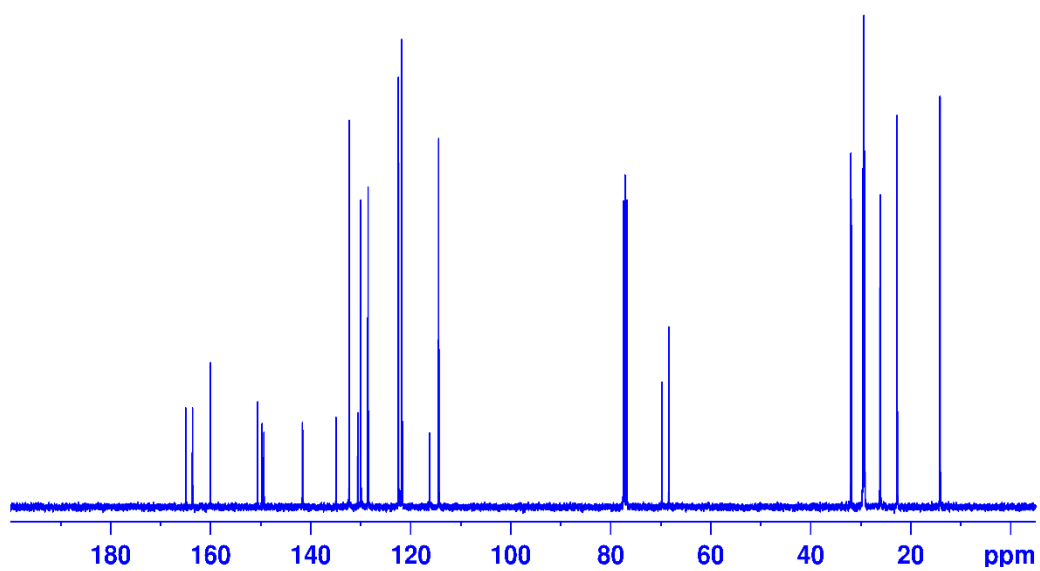


Figure S16: ^{13}C NMR Spectrum of BTMPOB

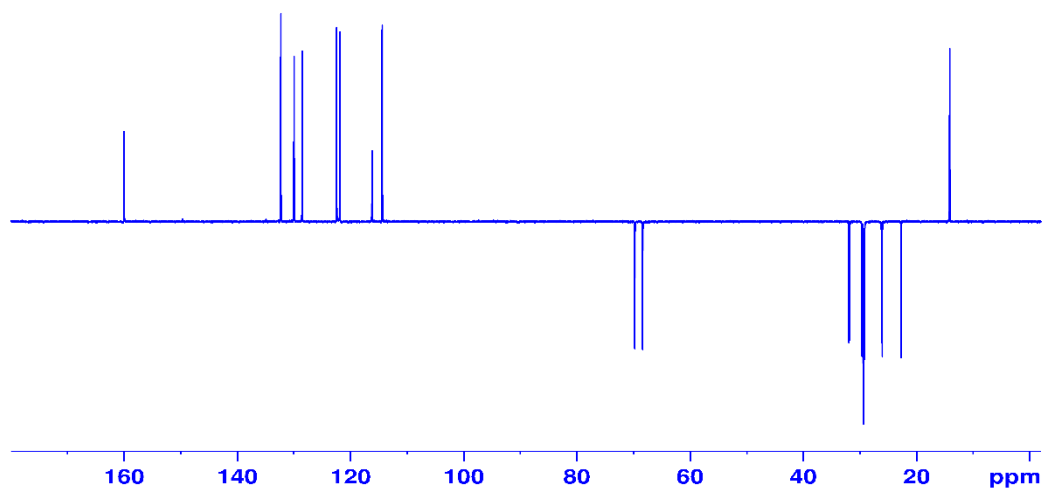


Figure S17: ^{13}C DEPT NMR Spectrum of BTMPOB

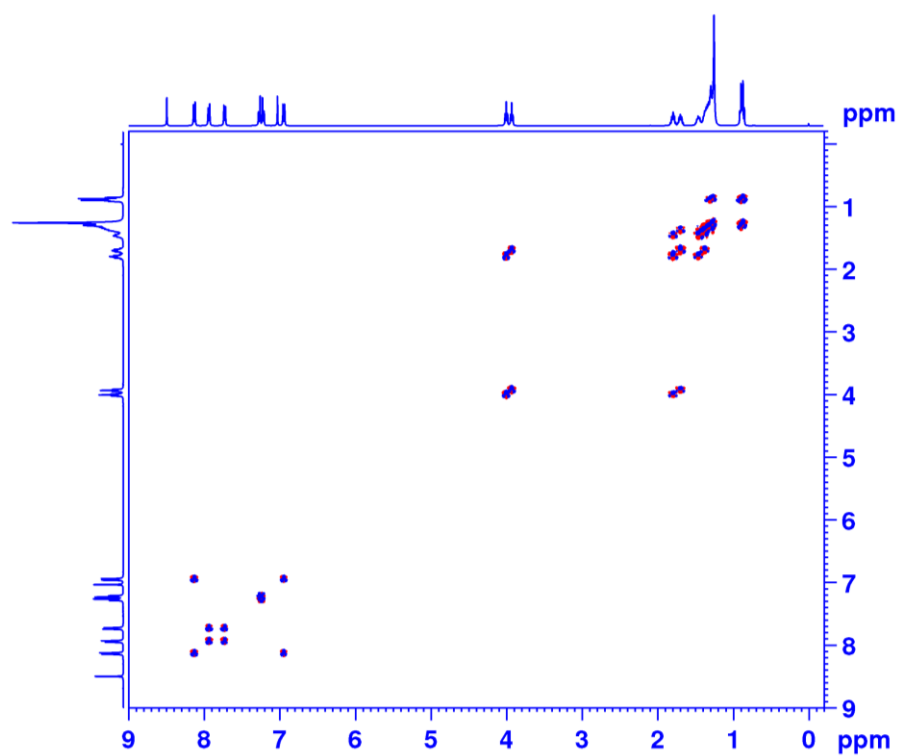


Figure S18: ^1H - ^1H DQF-COSY NMR Spectrum of BTMPOB

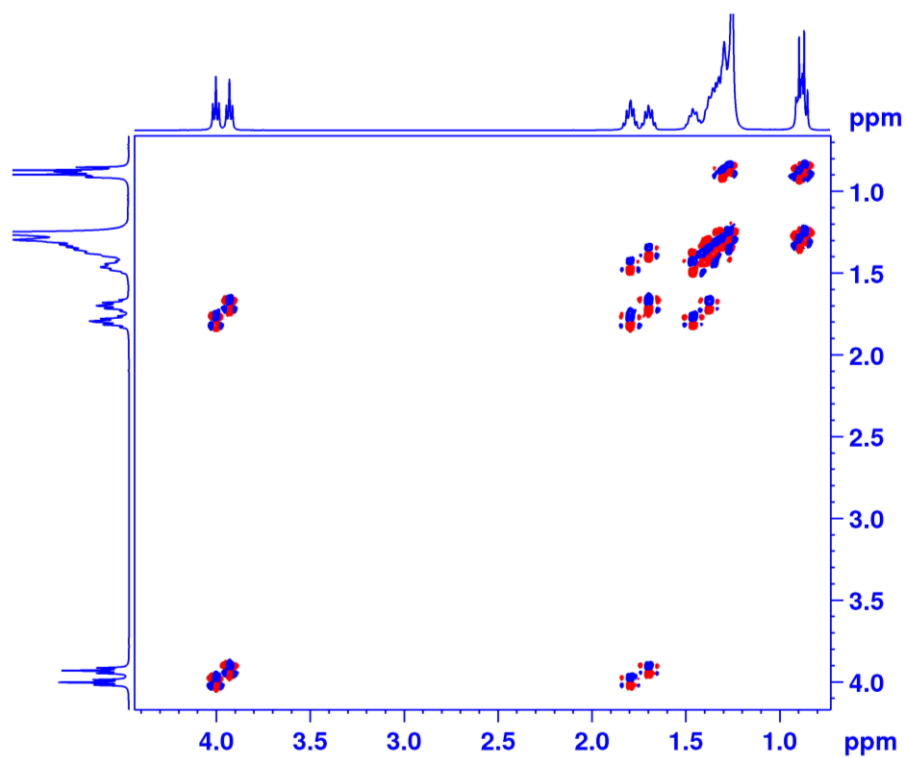


Figure S19: ^1H - ^1H DQF-COSY NMR Spectrum of BTMPOB:aliphatic region expansion

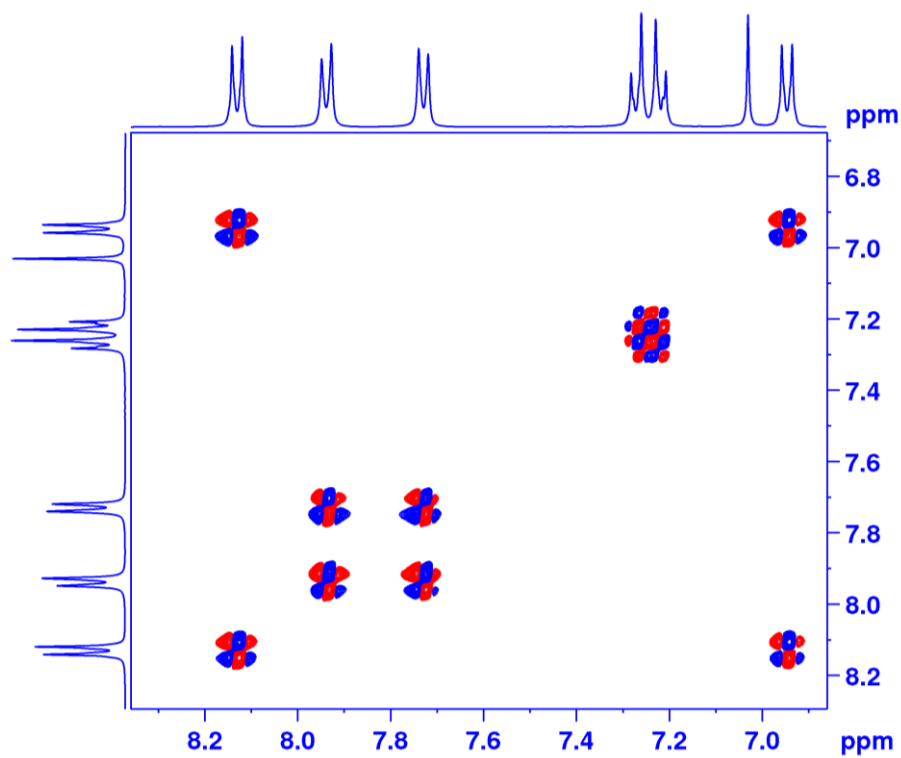


Figure S20: ^1H - ^1H DQF-COSY NMR Spectrum of BTMPOB:aromatic region expansion

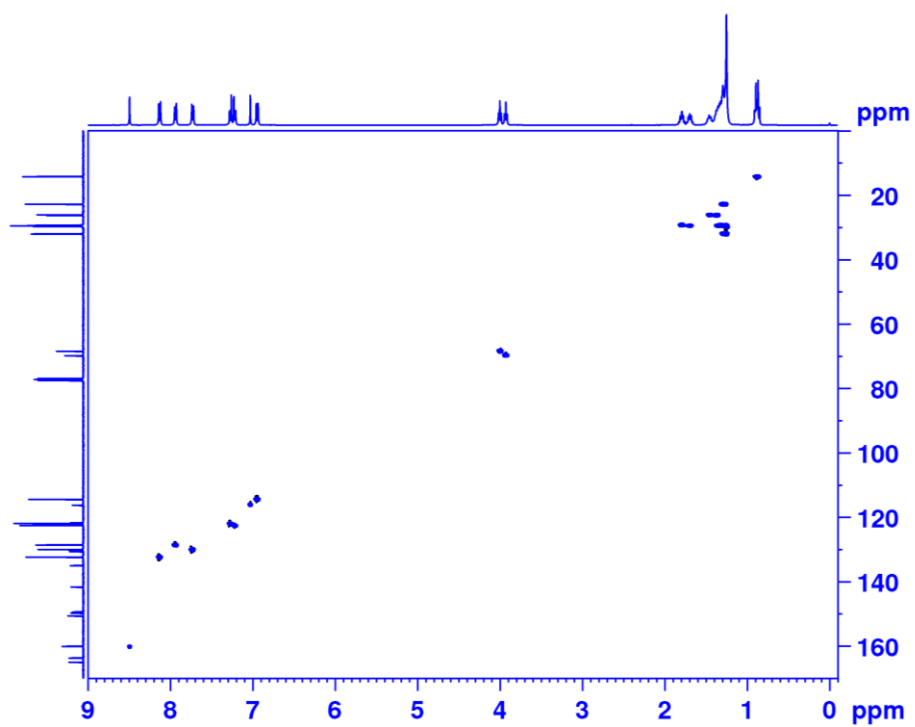


Figure S21: ^1H - ^{13}C HSQC NMR Spectrum of BTMPOB

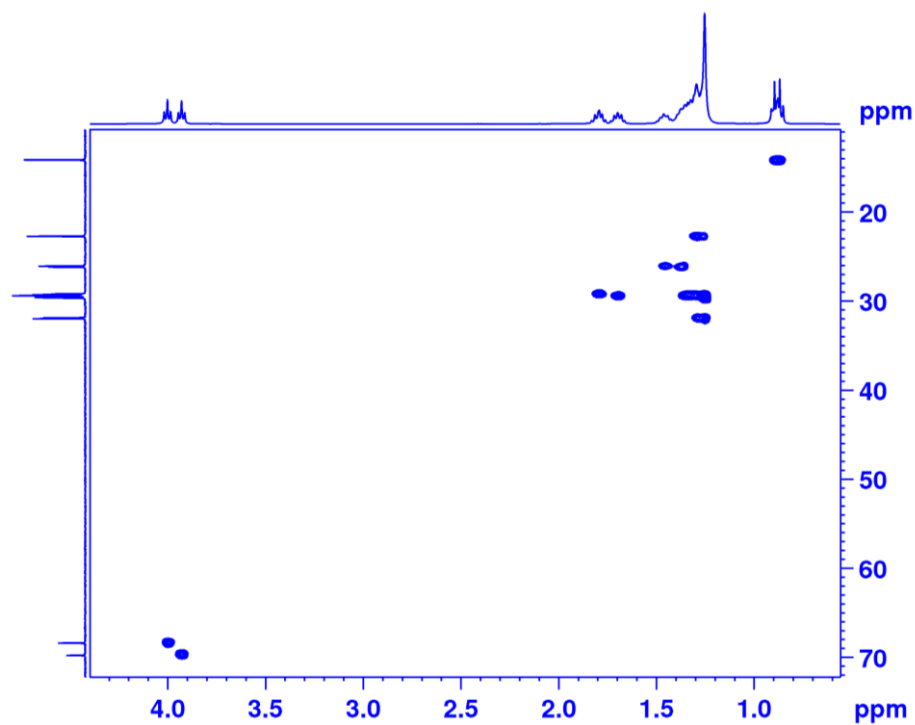


Figure S22: ^1H - ^{13}C HSQC NMR Spectrum of BTMPOB: aliphatic region expansion

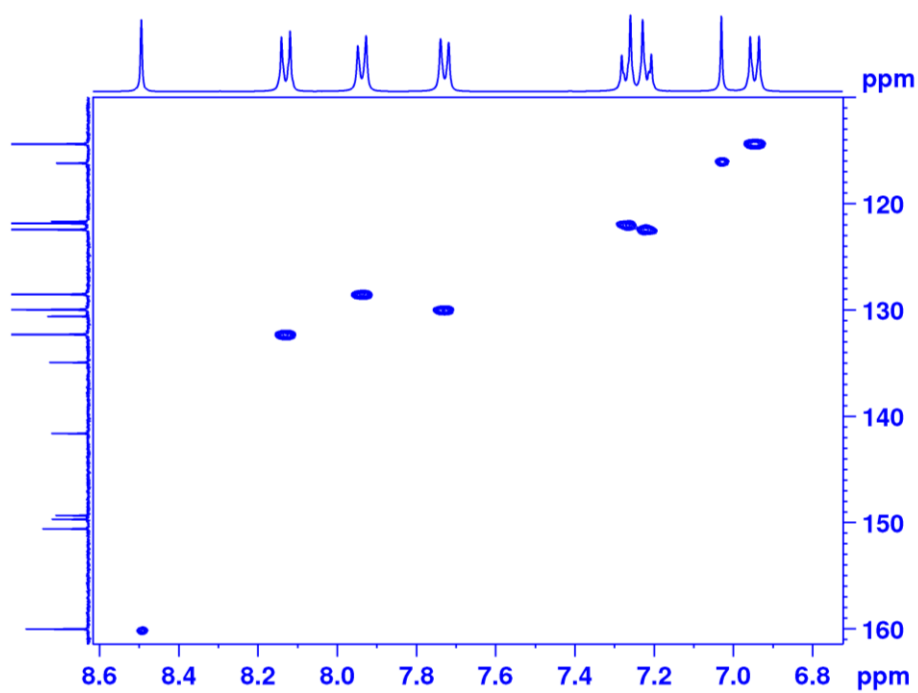


Figure S23: ^1H - ^{13}C HSQC NMR Spectrum of BTMPOB: aromatic region expansion

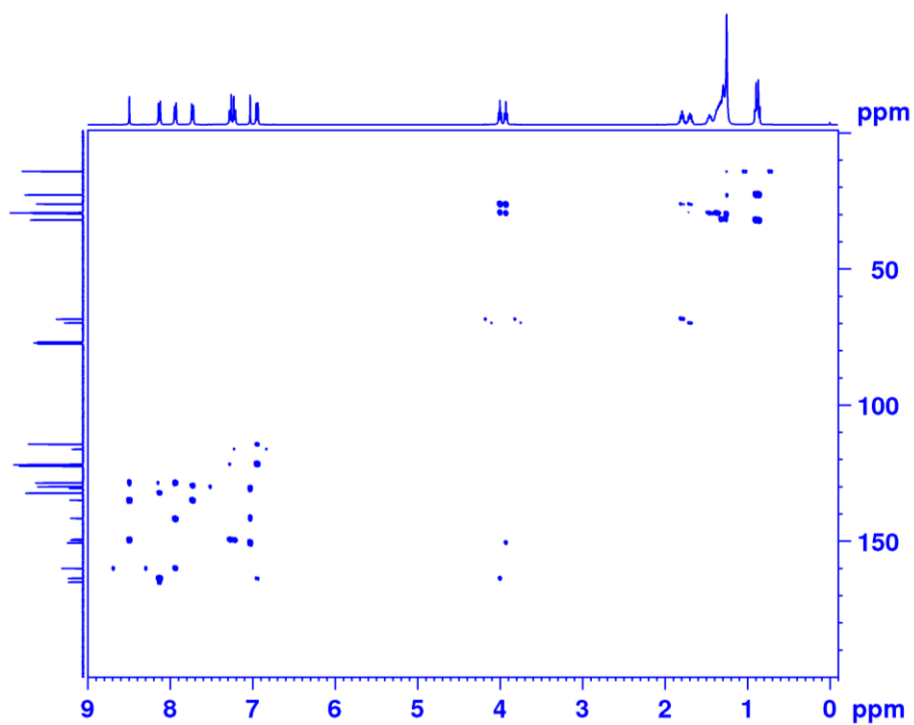


Figure S24: ^1H - ^{13}C HMBC NMR Spectrum of BTMPOB

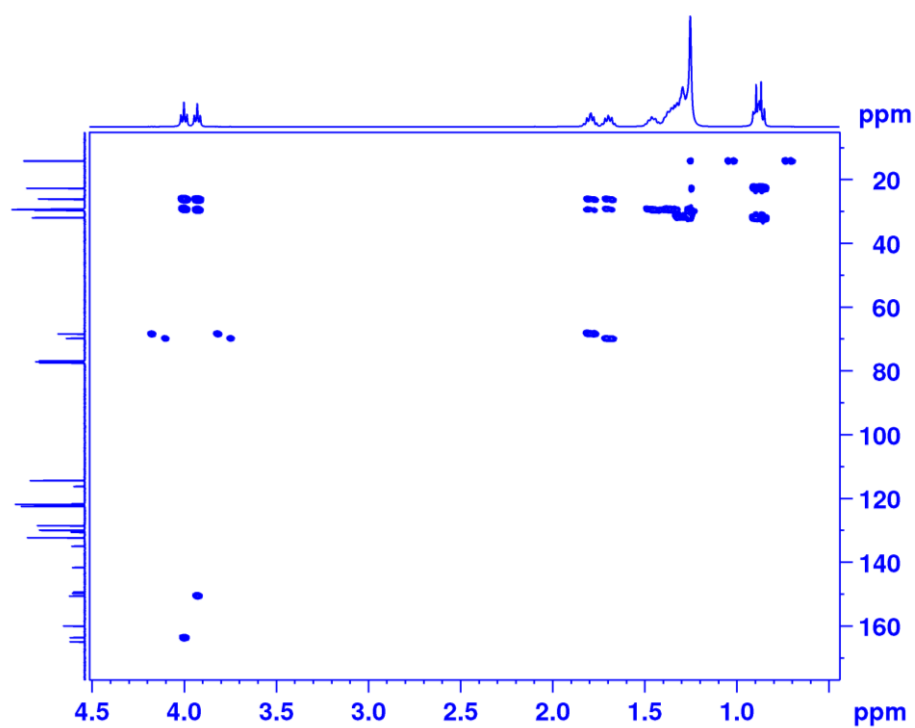


Figure S25: ^1H - ^{13}C HMBC NMR Spectrum of BTMPOB: aliphatic region expansion

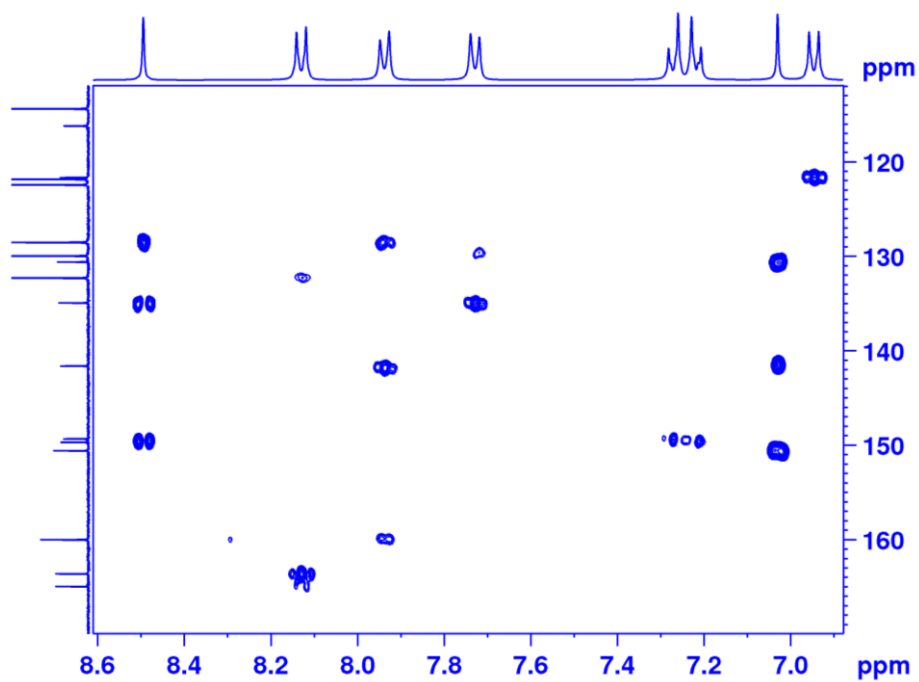


Figure S26: ^1H - ^{13}C HMBC NMR Spectrum of BTMPOB: aromatic region expansion

Orientalional Ordering of Aliphatic Chains

The 2D Proton Encoded Local Field (PELF) experiment spectrum correlates the ^{13}C chemical shift with the associated ^{13}C - ^1H dipolar couplings. BLEW-48¹ proton homonuclear decoupling sequence was employed during t_1 period with a radio frequency (rf) field strength of 71.4 kHz and SPINAL-64 heteronuclear decoupling of strength 30 kHz was used during t_2 period. Ramp CP step with a contact time of 1.8 ms was used to transfer proton magnetization to carbon. The F_1 dimension frequency axis in the spectrum was scaled with a scaling factor of 0.42. The ^{13}C - ^1H dipolar coupling (D_{CH}) is related to the observed splitting $\Delta\nu$ by the following equation

$$\Delta\nu = (2D_{CH} + J_{CH}) \quad (1)$$

where J_{CH} is the scalar coupling constant and for directly bonded CH pair we considered $J_{CH} = 125$ Hz. By assuming a axially symmetry the order parameter of each C-H bond in each segment of the chain can then be calculated by following relation²

$$S_{CH} = D_{CH} / K \quad (2)$$

where $K = -h\gamma_H\gamma_C/4\pi^2r_{CH}^3$, with γ_H and γ_C are the gyromagnetic ratios of ^1H and ^{13}C nuclei respectively and r_{CH} is the inter nuclear distance between them.

References

- (1) Burum, D. P.; Linder, N.; Ernst, R. R. Low-Power Multipulse Line Narrowing in Solid-State NMR. *J. Magn. Reson.* **1981**, *44*, 173–188.
- (2) Courtieu, J.; Bayle, J. P.; Fung, B. M. Variable Angle Sample Spinning NMR in Liquid Crystals. *Prog. Nucl. Magn. Reson. Spectrosc.* **1994**, *26*, 141-169