## Supplementary Information

## Concentration Quenching Inhibition and Fluorescence Enhancement in Eu<sup>3+</sup>-doped Molybdate Red Phosphors with Two-phase Mixing

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**Fig. S1.** Integrated emission intensity of NIMO: $xEu^{3+}$  and the ratios of  ${}^{5}D_{0} - {}^{7}F_{2} / {}^{5}D_{0} - {}^{7}F_{1} (R/O)$  with different  $Eu^{3+}$  doping concentrations.



Fig. S2. (a) Comparison of PL spectra between NIMO:90% $Eu^{3+}$  and NEMO. (b) integrated PL intensity of NIMO:90% $Eu^{3+}$  and NEMO.



**Fig. S3.** Absolute quantum yield of NIMO:90%Eu<sup>3+</sup> phosphor with the excitation wavelength of 395nm



**Fig. S4.** Fluorescence decay curves and fitting lines of  $NaIn(MoO_4)_2:x\%Eu^{3+}$  with different  $Eu^{3+}$  doping concentrations.



Fig. S5. (a) PL and (b) PLE spectra of  $NaIn(MoO_4)_2:10\%Eu^{3+}$  with varying temperature ranging from 100 to 500K. (c) PL and (d) PLE spectra of  $NaIn(MoO_4)_2:40\%Eu^{3+}$  with varying temperature ranging from 100 to 500K.