**brightness**

*of a laser dye*

Product of the fluorescence quantum yield ($\Phi_f$) of a dye and the molar decadic absorption coefficient at the excitation wavelength, $\varepsilon(\lambda)$, i.e., $\Phi_f \varepsilon(\lambda)$.

**Source:**
PAC, 2007, 79, 293 (Glossary of terms used in photochemistry, 3rd edition (IUPAC Recommendations 2006)) on page 310