half-life, $T_{1/2}$, of a photochromic system

Time necessary for thermal bleaching to half of the absorbance of the coloured form of a photochromic compound at a specific wavelength during one cycle.

Source:
PAC, 2007, 79, 293 (Glossary of terms used in photochemistry, 3rd edition (IUPAC Recommendations 2006)) on page 349