

heliochromism

Applied to photochromic compounds possessing a high efficiency for colouring with near-ultraviolet radiation and a low efficiency for bleaching with visible radiation, but a moderate efficiency for thermal fading at ambient temperature. These compounds are activated by unfiltered sunlight and deactivated under diffuse daylight conditions, therefore being suitable for sun-lens applications.

Source:

PAC, 2007, 79, 293 (*Glossary of terms used in photochemistry, 3rd edition (IUPAC Recommendations 2006)*) on page 350