

Fig. S1. Average spectral power distributions (SPD) of the Nikon SB-14 electronic flash unit employed as a UV-source for image recording. SPDs were recorded at six different distances from the sensor of an NIST traceable ILT-900 spectroradiometer (International Light Technologies) equipped with an irradiance collector. Each SPD consists on the average of five independent measurements. Error bars represent 95% confidence intervals.

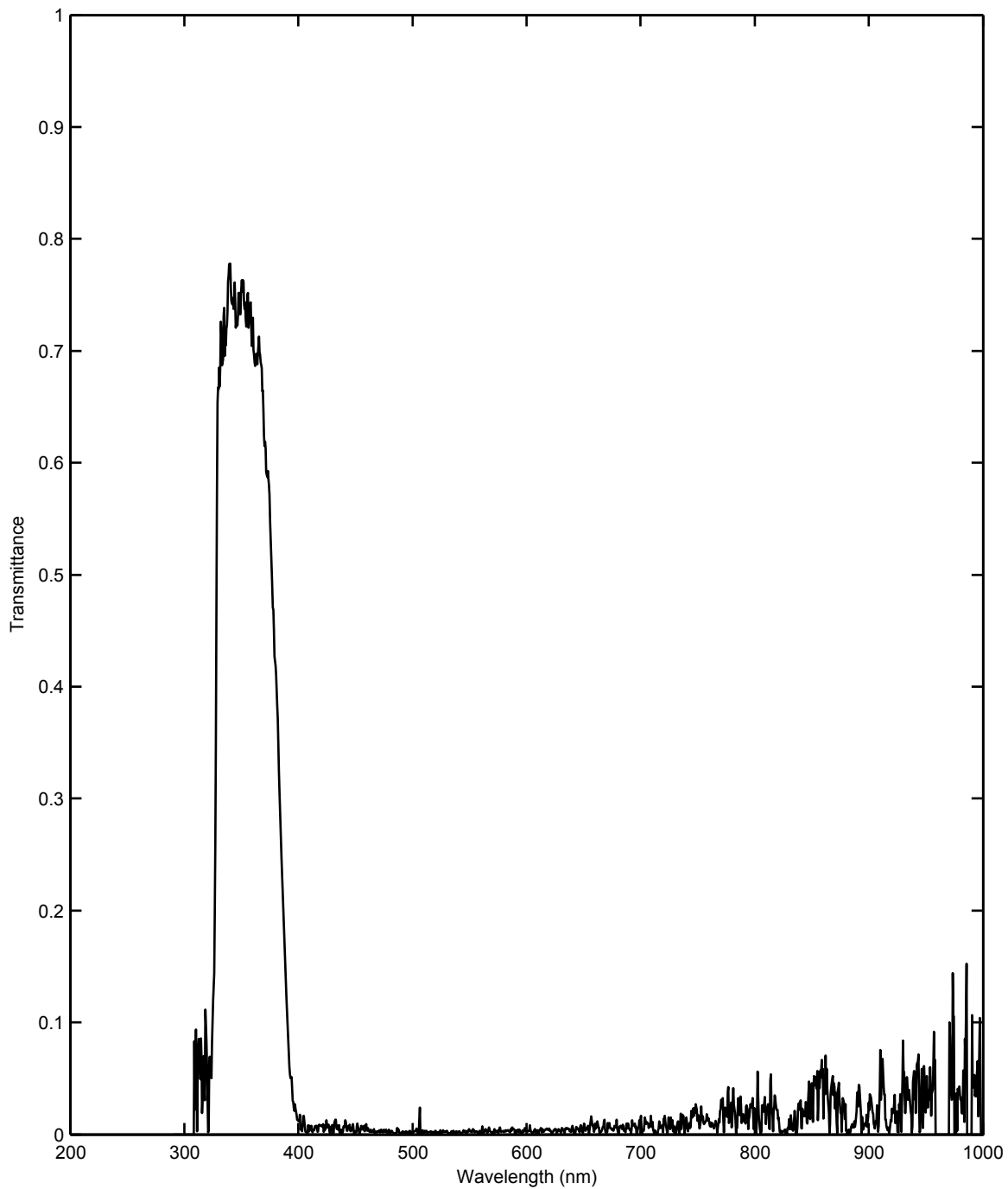


Fig. S2. Spectral transmittance of a Baader U-filter (Company Seven), which replaced the hot-mirror filter on the modified Nikon D70s digital camera. Spectral transmittance curve was calculated from spectral irradiance data recorded with a NIST traceable ILT-900 spectroradiometer (International Light Technologies) equipped with an irradiance collector.

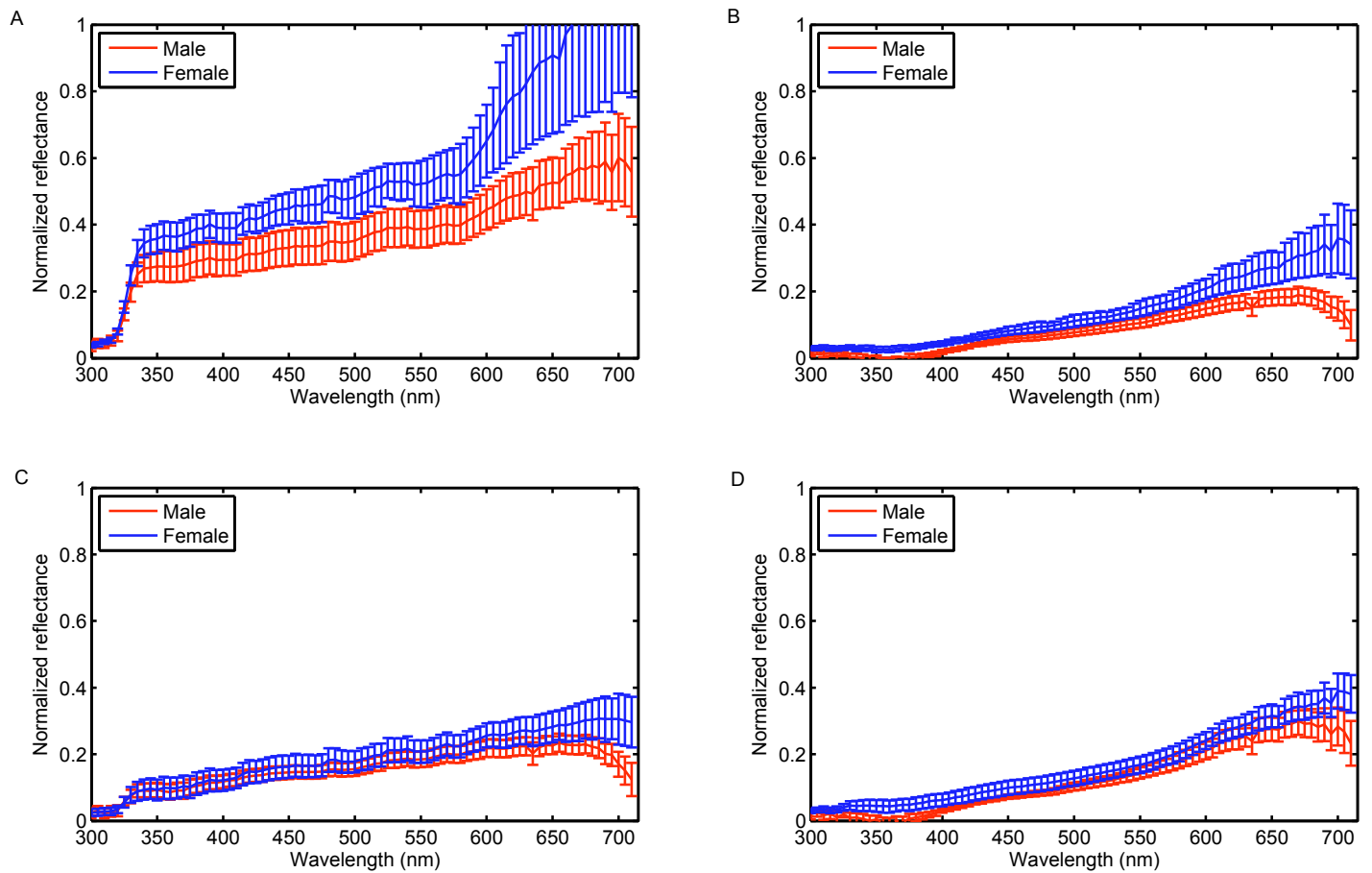


Fig. S3. Average reflectance spectra for ($N=11$) males (red line) and ($N=13$) females (blue) of *Ctenophorus fordii* measured at four body locations: (A) cervical ventrolateral region ('neck'), (B) dorsal thoracic surface, (C) dorsolateral surface and (D) anterior dorsal region ('head'). Reflectance readings were recorded with an Ocean Optics USB2000 spectrophotometer equipped with a bifurcated 400 μm UV-visible probe and using a PX-2 xenon lamp (Ocean Optics) as the irradiation source. A Spectralon (LabSphere) was used as a calibration standard. Error bars represent 95% confidence intervals.

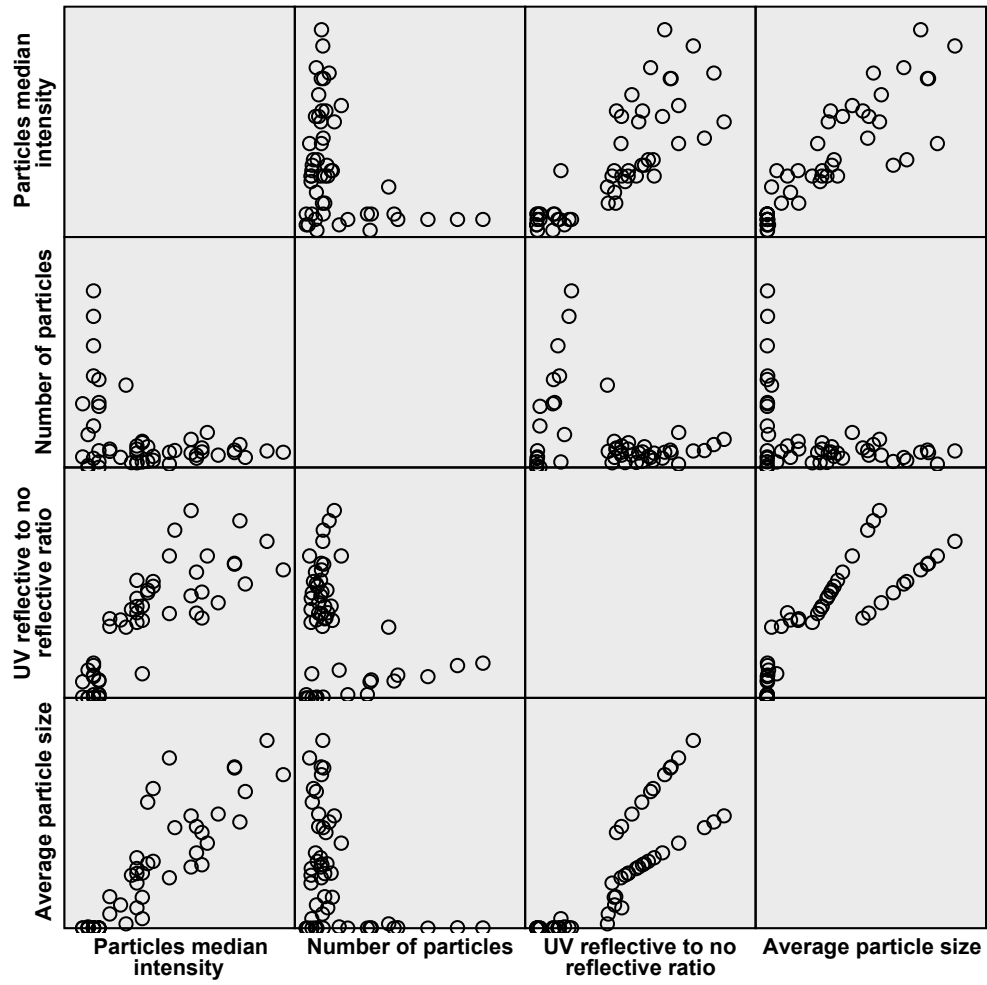


Fig. S4. Bivariate scatter plot corresponding to the four variables selected for characterising the spectral and spatial characteristics of the UV-reflective elements present in the colour pattern of *Ctenophorus fordii*.

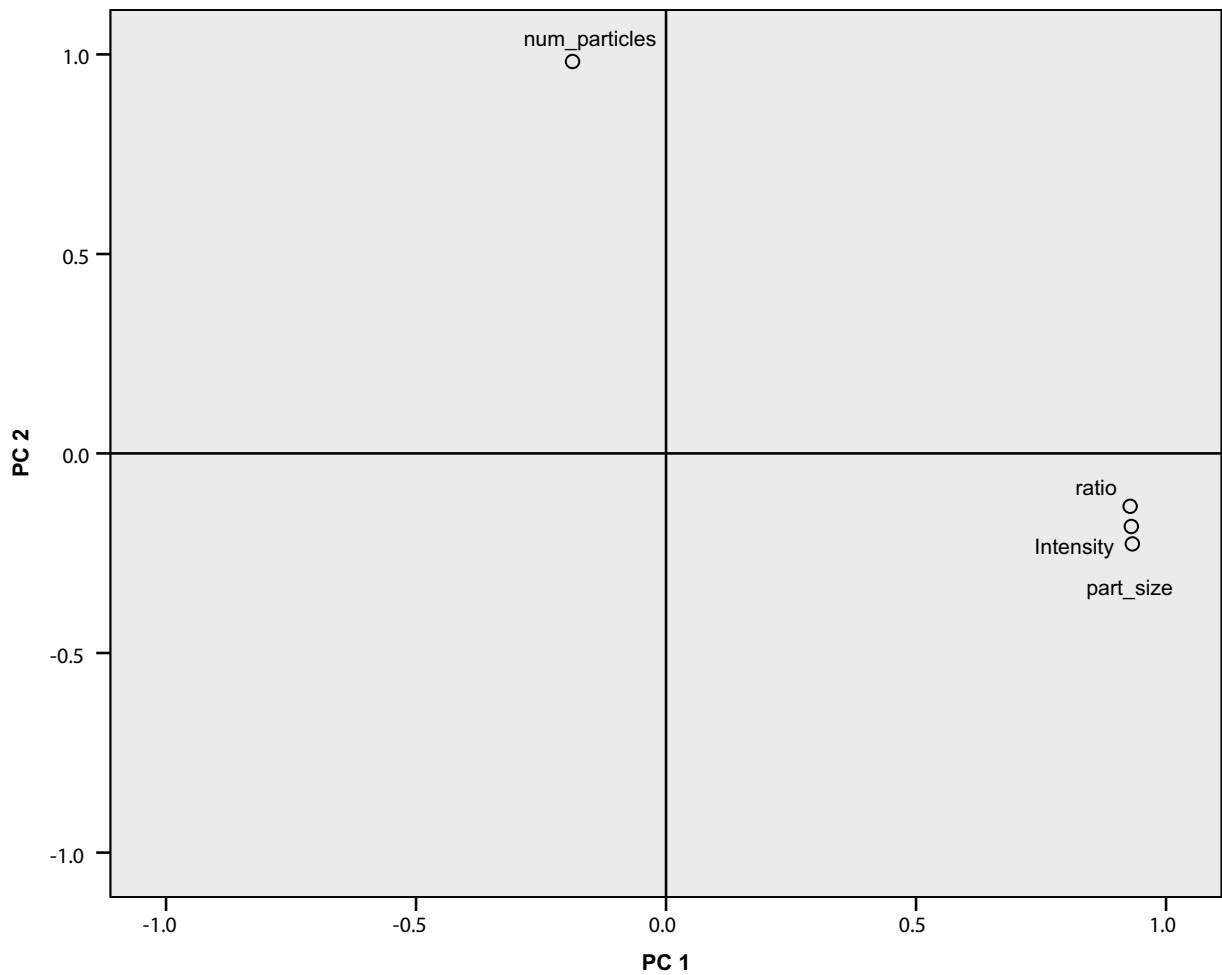


Fig. S5. Factor (component) plot showing the loadings for the two components extracted from a PCA analysis with a Varimax factor rotation performed on the four original variables: median intensity (Intensity), number of particles (num_particles), relative particle size (part_size) and UV to non-UV ratio (ratio).

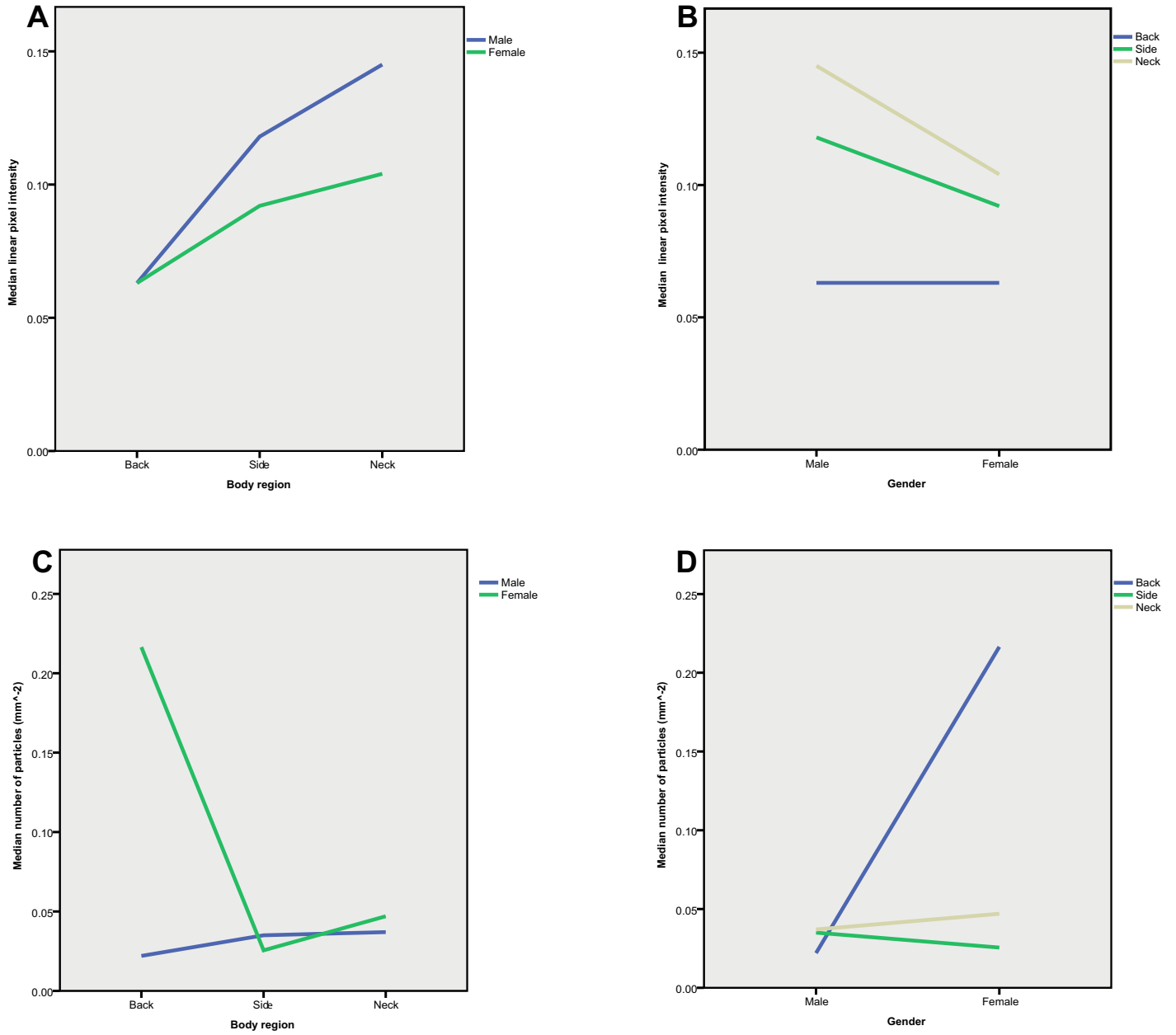


Fig. S6. Interaction plots of the cell medians for gender (between-subjects factor) and body region (within-subjects) factor. Median values and confidence intervals are those reported in Fig. 3; therefore, errors bars were omitted to facilitate visual interpretation.

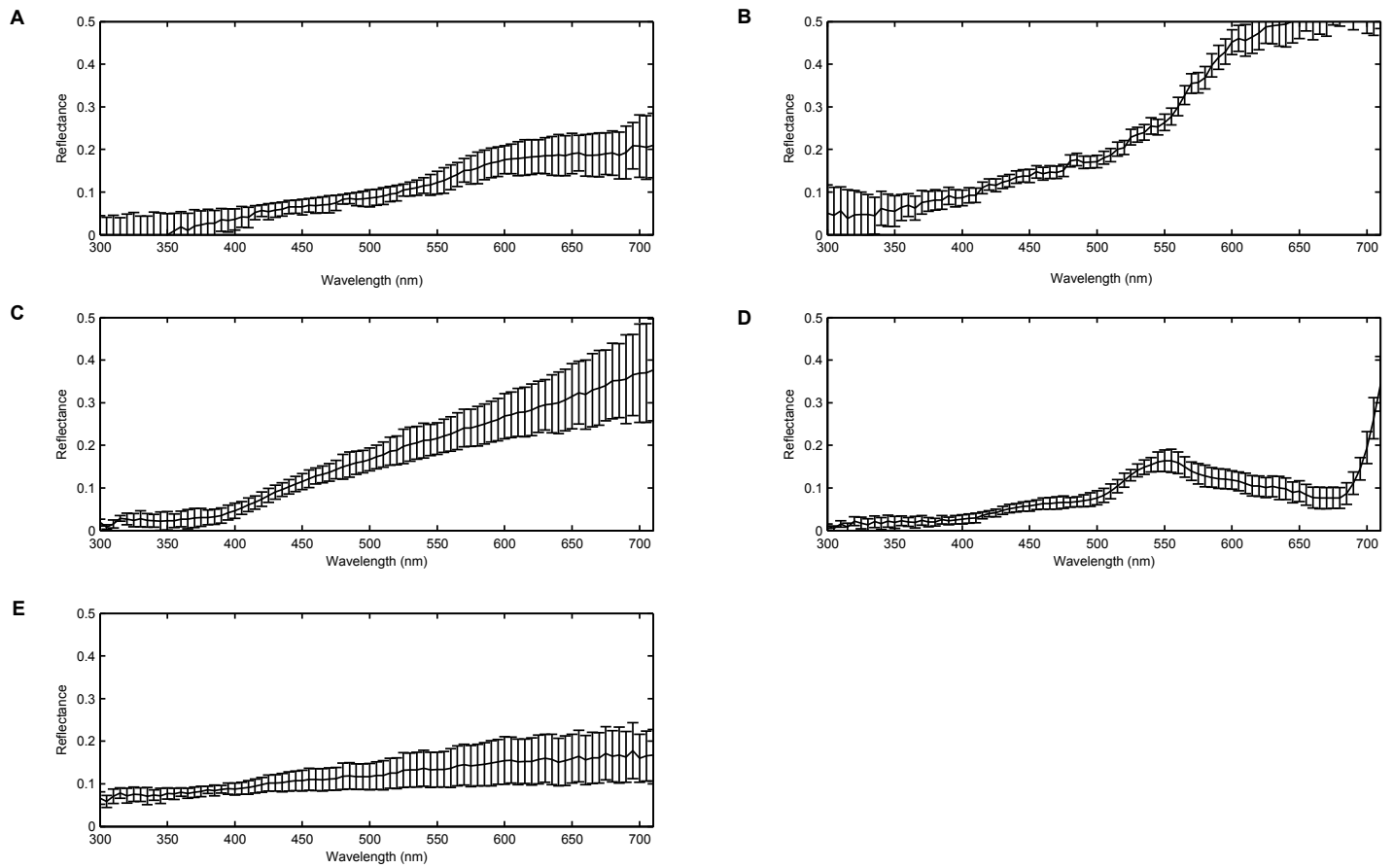


Fig. S7. Average reflectance spectra from different elements constituting the visual background of *Ctenophorus fordi*. (A) Hardened sand/clay cores, (B) loose sand/clay granules, (C) dry *Tridodia* leaves, (D) fresh *Tridodia* leaves and (E) plant debris. Reflectance readings were recorded with an Ocean Optics USB2000 spectrophotometer equipped with a bifurcated 400 μm UV-visible probe and using a PX-2 xenon lamp (Ocean Optics) as the irradiation source. A Spectralon (LabSphere) was used as a calibration standard. Error bars represent 95% confidence intervals.